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1980-1981 Television Households Book

INTRODUCTION

DESCRIPTION OF ESTIMATES REPORTED

THE ADI

SECTIONS OF THE REPORT

- Estimated Television Households By Census Division
- ADI Markets Listed Alphabetically
- Estimated Television Households by State

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ARBITRON TELEVISION

INTRODUCTION

THE TELEVISION HOUSEHOLDS BOOK provides television household estimates for each 1980-81 Arbitron-defined ADI market and each county comprising the ADI market. Other information reported includes total households estimates and the percent of television penetration in each of the areas reported.

DESCRIPTION OF ESTIMATES REPORTED

A television household is an occupied dwelling unit having one or more television sets. Updated estimates of the number of television households in each surveyed county in the United States are prepared annually by Arbitron's Research Department for use in projecting estimates of audience size in Arbitron's Television publications. The estimated television households are additive and the total of all ADI's represents the total number of television households in the United States as surveyed by Arbitron.

The updating procedure is as follows:

1. Total households are furnished by Market Statistics, Inc. (MSI) which has projected county-by-county estimates to January 1, 1981. These estimates include households on military installations. MSI's total households are based on the 1970 U.S. Census.

2. TV penetration figures for nine Census Divisions are reported periodically by the Advertising Research Foundation (ARF). The most recent ARF penetration estimates, based on surveys conducted by the U.S. Census in accordance with ARF specifications, are as of January 1969.

3. The six most current ARF TV penetration estimates, the July 1971 U.S. Census Current Population Survey, the 1972-73 Bureau of Labor Statistics' "Consumer Expenditure Survey", the Fall 1973 Census Survey of Purchases and Ownership, and the Fall 1974 Census Survey of Purchases and Ownership have been employed by Arbitron to project TV household penetration estimates to January 1, 1981. These are then applied to the estimates of total households provided by MSI, taking into account geographical growth patterns, and employing the concept of diminishing non-television households.

4. County-by-county television penetration estimates are developed from unrounded television households. However, all households estimates appearing in this report are rounded to the nearest hundred households; because of this, the reported penetration may not always equal the quotient obtained when dividing the reported television households by total households.

It should be noted that the estimates in this report are subject to defects and limitations such as sampling, processing and recording errors. Such limitations apply not only to Arbitron procedures, but also to U.S. Census, ARF and MSI procedures upon which the estimates are based. Further details are available upon request.

Arbitron clients who also receive survey data estimates on EDP tape should note that the estimates on the tape are in somewhat different form than reported in this book.

THE ADI

The ADI or Area of Dominant Influence is a geographic design which defines each television market exclusive of another, based on measurable viewing patterns. It is an area that consists of Arbitron sampling units in which the home-market stations receive a preponderance of viewing.

A sampling unit is normally one county or an independent city, although some counties or cities have been divided into two or more sampling units because of terrain or areas in which special interviewing techniques are used. (There are no instances in which an Arbitron Television sampling unit consists of more than one county.) For purposes of this publication, sampling units will be referred to as counties. Each county in the U.S. (excluding Hawaii and portions of Alaska not included in the Anchorage ADI) is allocated exclusively to one ADI. There is no overlap.

The original ADI allocations were based on a 1965 county-by-county study of television circulation using the viewing data obtained by diary from approximately 250,000 television households. From these viewing records, Arbitron prepared estimates of total viewing hours in each county for an average week and the percentage of the estimated total viewing hours of each station for which viewing was reported.

Arbitron now updates the estimates annually; the most recent estimates were computed from viewing records of 310,401 television households from the May 1979, November 1979, and February 1980 nationwide surveys. Based on these estimates, Arbitron has made its ADI allocations for the 1980-81 survey year.

Once the estimated total viewing hours for a county and the percentage of such estimated total viewing hours for each station are determined, Arbitron sums the percentages by the station's market of origin. The county under consideration is allocated, for ADI purposes, to the market of origin having the largest total percentage of viewing hours (deemed to be the "dominant influence"). For further information regarding ADI assignment procedures, see separate publication provided to all local Television Market Report subscribers entitled ***Description of Methodology.***

SECTIONS OF THE REPORT

ESTIMATED TELEVISION HOUSEHOLDS BY CENSUS DIVISION / Estimates reported in this section are for the forty-eight contiguous states and Anchorage ADI which are surveyed by Arbitron. These surveyed states and Anchorage are divided into nine regions: New England, Middle Atlantic, South Atlantic, East North Central, East South Central, West North Central, West South Central, Mountain and Pacific. The estimates are reported by region, by state, and for the U.S.

ADI MARKET ALPHABETIC LISTING / This section lists alphabetically the 214 ADI markets defined by Arbitron for the 1980-81 survey year. Estimates are reported by ADI market.

ESTIMATED TELEVISION HOUSEHOLDS BY STATE / This section lists the forty-eight contiguous states and Anchorage ADI in alphabetical sequence. In addition, an alphabetical list of the measured counties within each contiguous state and Anchorage are provided. Estimates are reported by state and county. Other information reported includes each county's 1980-81 ADI market assignment and county's size. Each county is categorized into one of the following population size groups:

Group A
All counties located within the twenty-five largest Metros.

Group B
All counties not included under A with a population over 150,000 or located within a Metro with a population over 150,000.

Group C
All counties not included under A or B with a population over 35,000 or located within a Metro with a population over 35,000.

Group D
All counties not included under A, B, or C.

ESTIMATED TELEVISION HOUSEHOLDS BY CENSUS REGION

	State	Total Households	Television Households	TV %
NEW ENGLAND	CONNECTICUT	1,099,200	1,069,600	97
	MAINE	386,100	373,200	97
	MASSACHUSETTS	2,064,400	2,012,400	97
	NEW HAMPSHIRE	317,900	308,000	97
	RHODE ISLAND	327,900	321,000	98
	VERMONT	176,300	169,300	96
	***** REGION TOTAL *****	4,371,800	4,253,500	97
MIDDLE ATLANTIC	NEW JERSEY	2,520,400	2,487,800	98
	NEW YORK	6,542,700	6,371,200	97
	PENNSYLVANIA	4,170,400	4,067,000	98
	***** REGION TOTAL *****	13,241,500	12,926,000	98
SOUTH ATLANTIC	DELAWARE	206,100	203,200	99
	DISTRICT OF COLUMBIA	278,200	271,800	98
	FLORIDA	3,519,100	3,439,100	98
	GEORGIA	1,772,700	1,726,800	97
	MARYLAND	1,454,800	1,437,800	99
	NORTH CAROLINA	1,973,900	1,922,000	97
	SOUTH CAROLINA	987,800	957,200	97
	VIRGINIA	1,821,600	1,779,200	98
	WEST VIRGINIA	660,700	643,700	97
	***** REGION TOTAL *****	12,674,900	12,380,800	98
EAST NORTH CENTRAL	ILLINOIS	4,017,400	3,927,200	98
	INDIANA	1,859,300	1,816,900	98
	MICHIGAN	3,189,400	3,133,400	98
	OHIO	3,802,800	3,734,100	98
	WISCONSIN	1,661,500	1,627,500	98
	***** REGION TOTAL *****	14,530,400	14,239,100	98
EAST SOUTH CENTRAL	ALABAMA	1,352,900	1,324,600	98
	KENTUCKY	1,223,600	1,199,400	98
	MISSISSIPPI	787,800	764,900	97
	TENNESSEE	1,592,400	1,564,900	98
	***** REGION TOTAL *****	4,956,700	4,853,800	98
WEST NORTH CENTRAL	IOWA	1,039,600	1,019,300	98
	KANSAS	887,000	865,900	98
	MINNESOTA	1,425,100	1,393,200	98
	MISSOURI	1,803,200	1,756,200	97
	NEBRASKA	578,600	566,700	98
	NORTH DAKOTA	224,500	218,900	98
	SOUTH DAKOTA	243,900	237,200	97
	***** REGION TOTAL *****	6,201,900	6,057,400	98
WEST SOUTH CENTRAL	ARKANSAS	811,000	782,400	96
	LOUISIANA	1,323,800	1,289,200	97
	OKLAHOMA	1,160,800	1,134,700	98
	TEXAS	4,742,100	4,631,300	98
	***** REGION TOTAL *****	8,037,700	7,837,600	98
MOUNTAIN	ARIZONA	887,100	856,000	96
	COLORADO	1,017,200	990,600	97
	IDAHO	317,700	309,100	97
	MONTANA	301,700	289,400	96
	NEVADA	274,900	266,800	97
	NEW MEXICO	433,000	415,700	96
	UTAH	423,800	414,000	98
	WYOMING	169,700	162,000	95
	***** REGION TOTAL *****	3,825,100	3,703,600	97
PACIFIC	ALASKA	72,700	66,600	92
	CALIFORNIA	8,972,900	8,398,200	96
	OREGON	967,800	912,300	94
	WASHINGTON	1,481,800	1,412,700	95
	***** REGION TOTAL *****	11,495,200	10,989,800	96
UNITED STATES	TOTAL	79,335,200	77,241,600	97

1980-1981 ADI MARKETS
ALPHABETIC LISTING

ADI Market Name	ADI Total HH	Pct TV	ADI TV HH	Pct of U.S.	ADI Rank
ABILENE-SWEETWATER	111,100	97	108,200	.14	153
ALBANY, GA	114,300	96	109,400	.14	152
ALBANY-SCHENECTADY-TROY	452,700	97	441,000	.57	49
ALBUQUERQUE	309,400	96	295,800	.38	72
ALEXANDRIA, LA	67,800	97	65,700	.09	174
ALEXANDRIA, MN	83,800	95	79,700	.10	160
ALPENA	15,600	95	14,800	.02	213
AMARILLO	164,900	98	161,200	.21	111
ANCHORAGE	72,700	92	66,600	.09	172
ANNISTON	42,200	98	41,500	.05	189
ARDMORE-ADA	69,600	97	67,300	.09	170
ATLANTA	992,300	98	973,000	1.26	16
AUGUSTA	167,900	97	162,400	.21	110
AUSTIN, TX	212,700	97	206,400	.27	95
BAKERSFIELD	109,300	95	104,000	.13	155
BALTIMORE	819,400	99	810,100	1.05	19
BANGOR	119,800	96	115,400	.15	148
BATON ROUGE	209,800	97	204,000	.26	98
BEAUMONT-PORT ARTHUR	155,900	98	152,500	.20	120
BEND	23,000	93	21,300	.03	207
BILLINGS	68,100	97	65,800	.09	173
BILOXI-GULFPORT-PASCAGOULA	50,400	98	49,600	.06	185
BINGHAMTON	153,100	97	149,100	.19	124
BIRMINGHAM	473,400	98	465,600	.60	44
BLUEFIELD-BECKLEY-OAK HILL	126,900	97	122,800	.16	144
BOISE	129,300	97	124,900	.16	143
BOSTON	1,909,100	97	1,859,900	2.41	6
BOWLING GREEN	27,700	98	27,100	.04	204
BRISTOL-KINGSPORT-JOHNSON CITY	255,600	97	248,600	.32	83
BUFFALO	642,800	98	629,800	.82	24
BURLINGTON-PLATTSBURGH	203,300	97	196,500	.25	99
CASPER-RIVERTON	51,100	96	49,300	.06	186
CEDAR RAPIDS-WATERLOO	265,200	98	259,600	.34	79
CHARLESTON, SC	167,100	96	161,200	.21	111
CHARLESTON-HUNTINGTON	488,900	97	476,300	.62	43
CHARLOTTE	565,900	98	553,800	.72	35
CHARLOTTESVILLE	32,400	96	31,100	.04	198
CHATTANOOGA	278,100	98	273,300	.35	77
CHEYENNE	58,600	97	56,800	.07	177
CHICAGO	2,903,300	98	2,847,200	3.69	3
CHICO-REDDING	134,200	94	126,800	.16	141
CINCINNATI	680,800	98	667,000	.86	27
CLARKSBURG-WESTON	80,400	97	78,100	.10	163
CLEVELAND	1,351,000	98	1,328,800	1.72	9
COLORADO SPRINGS-PUEBLO	184,300	97	179,200	.23	104
COLUMBIA, SC	207,800	96	200,000	.26	97
COLUMBIA-JEFFERSON CITY	147,600	97	143,200	.19	129
COLUMBUS, GA	165,300	97	160,200	.21	113
COLUMBUS, OH	589,600	98	578,800	.75	32
COLUMBUS-TUPELO	124,500	97	120,700	.16	146
CORPUS CHRISTI	141,400	97	137,300	.18	134
DALLAS-FT. WORTH	1,234,700	98	1,210,800	1.57	10
DAVENPORT-ROCK IS-MOLINE (QUAD CITY)	308,700	98	302,900	.39	71
DAYTON	442,500	98	435,700	.56	50
DENVER	793,700	98	774,100	1.00	20
DES MOINES	347,000	98	340,500	.44	64
DETROIT	1,628,600	99	1,606,200	2.08	7
DOTHAN	77,300	98	75,500	.10	165
DUBUQUE	28,500	98	27,800	.04	203
DULUTH-SUPERIOR	175,800	97	171,200	.22	106
EL CENTRO-YUMA	57,100	92	52,400	.07	181
EL PASO	186,900	98	182,400	.24	103
ELMIRA	86,400	97	83,500	.11	158
ERIE	133,000	97	129,500	.17	138
EUGENE	156,700	94	147,200	.19	125
EUREKA	56,000	93	52,300	.07	182
EVANSVILLE	228,200	97	221,200	.29	89
FARGO	205,500	97	199,600	.26	98
FARMINGTON	26,500	93	24,600	.03	206
FLAGSTAFF	23,100	91	21,000	.03	208
FLINT-SAGINAW-BAY CITY	438,100	98	430,400	.56	52
FLORENCE, SC	82,300	97	79,500	.10	161
FT. MYERS-NAPLES	150,000	97	145,200	.19	126
FT. SMITH	118,200	96	114,000	.15	149
FT. WAYNE	212,500	98	207,800	.27	94
FRESNO	348,800	95	329,800	.43	68
GAINESVILLE	59,600	95	56,800	.07	177
GRAND JUNCTION	46,200	96	44,300	.06	187
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	543,400	98	532,500	.69	38
GREAT FALLS	70,500	96	67,700	.09	169

1980-1981 ADI MARKETS
ALPHABETIC LISTING

ADI Market Name	ADI Total HH	Pct TV	ADI TV HH	Pct of U.S.	ADI Rank
GREEN BAY	342,700	98	336,800	.44	65
GREENSBORO-WINSTON SALEM-HIGH POINT	431,100	98	421,500	.55	53
GREENVILLE-NEW BERN-WASHINGTON	135,300	97	190,000	.25	101
GREENVILLE-SPARTANBURG-ASHEVILLE	547,900	97	532,900	.69	37
GREENWOOD-GREENVILLE	44,100	95	41,900	.05	188
HARRISBURG-YORK-LANCASTER-LEBANON	476,800	97	460,400	.60	46
HARRISONBURG	35,700	96	34,300	.04	195
HARTFORD-NEW HAVEN	695,200	97	676,100	.88	26
HELENA	16,100	96	15,400	.02	212
HOUSTON	1,176,400	98	1,151,400	1.49	12
HUNTSVILLE-DECATUR-FLORENCE	230,400	98	225,000	.29	87
IDAHO FALLS-POCATELLO	89,100	98	87,000	.11	157
INDIANAPOLIS	776,800	98	761,000	.99	21
JACKSON, MS	263,700	97	256,000	.33	81
JACKSON, TN	41,000	98	40,000	.05	191
JACKSONVILLE	341,500	98	333,300	.43	66
JOHNSTOWN-ALTOONA	271,500	97	263,500	.34	78
JONESBORO	69,800	96	66,900	.09	171
JOPLIN-PITTSBURG	169,400	97	164,200	.21	107
KANSAS CITY	711,200	98	696,600	.90	25
KNOXVILLE	377,000	98	368,700	.48	60
LA CROSSE-EAU CLAIRE	148,800	97	144,700	.19	126
LAFAYETTE, IN	37,800	97	36,500	.05	192
LAFAYETTE, LA	162,900	97	157,900	.20	110
LAKE CHARLES	66,900	98	65,400	.08	175
LANSING	214,100	98	210,200	.27	91
LAREDO	27,900	96	26,800	.03	205
LAS VEGAS	155,100	98	151,500	.20	122
LAUREL-HATTIESBURG	76,600	98	74,700	.10	166
LEXINGTON	241,100	97	234,200	.30	85
LIMA	36,700	98	35,800	.05	193
LINCOLN-HASTINGS-KEARNEY	248,000	98	242,100	.31	84
LITTLE ROCK	427,800	97	414,300	.54	54
LOS ANGELES	4,336,900	96	4,181,600	5.41	2
LOUISVILLE	492,700	98	485,100	.63	42
LUBBOCK	140,800	98	138,100	.18	133
MACON	135,400	97	130,900	.17	137
MADISON	195,400	97	189,400	.25	102
MANKATO	36,600	97	35,400	.05	194
MARQUETTE	54,300	97	52,800	.07	180
MCALLEN-BROWNSVILLE (LRGV)	132,900	97	128,700	.17	140
MEDFORD	114,800	94	107,900	.14	154
MEMPHIS	569,500	98	555,400	.72	34
MERIDIAN	67,200	97	65,200	.08	176
MIAMI	983,000	98	966,000	1.25	17
MILES CITY-GLENDIVE	10,800	94	10,100	.01	214
MILWAUKEE	671,500	98	660,700	.86	28
MINNEAPOLIS-ST. PAUL	1,028,500	98	1,009,500	1.31	13
MINOT-BISMARCK-DICKINSON	129,700	97	125,400	.16	142
MISSCULA-BUTTE	116,700	96	111,900	.14	151
MOBILE-PENSACOLA	368,200	98	361,500	.47	61
MONROE-EL DORADO	166,200	96	160,000	.21	114
MONTGOMERY	161,100	97	156,900	.20	118
NASHVILLE	622,700	98	611,900	.79	30
NEW ORLEANS	546,500	98	535,400	.69	36
NEW YORK	6,589,400	98	6,432,000	8.33	1
NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN	467,600	98	457,400	.59	47
NORTH PLATTE	18,800	98	18,400	.02	213
ODESSA-MIDLAND	115,700	98	113,500	.15	150
OKLAHOMA CITY	540,500	98	529,800	.69	39
OMAHA	329,700	98	323,800	.42	69
ORLANDO-DAYTONA BEACH	512,900	98	501,300	.65	40
OTTUMWA-KIRKSVILLE	29,300	97	28,500	.04	202
PADUCAH-CAPE GIRARDEAU-HARRISBURG	302,100	97	292,100	.38	73
PALM SPRINGS	55,800	95	52,900	.07	179
PANAMA CITY	76,800	96	73,600	.10	167
PARKERSBURG	33,100	98	32,400	.04	197
PEORIA	233,700	97	227,600	.29	86
PHILADELPHIA	2,405,000	98	2,358,400	3.05	4
PHOENIX	625,300	97	605,200	.78	31
PITTSBURGH	1,191,200	98	1,165,300	1.51	11
PORTLAND, OR	738,500	95	700,400	.91	24
PORTLAND-POLAND SPRING	298,900	97	289,400	.37	74
PRESQUE ISLE	30,300	95	28,900	.04	199
PROVIDENCE-NEW BEDFORD	588,700	98	574,800	.74	33
QUINCY-HANNIBAL	120,700	97	117,600	.15	147
RALEIGH-DURHAM	512,200	97	497,300	.64	41
RAPID CITY	81,700	96	78,400	.10	162
RENO	134,300	96	128,900	.17	139
RICHMOND	385,600	97	375,400	.49	59

1980-1981 ADI MARKETS
ALPHABETIC LISTING

ADI Market Name	ADI Total HH	Pct TV	ADI TV HH	Pct of U.S.	ADI Rank
ROANOKE-LYNCHBURG	361,500	97	351,000	.45	62
ROCHESTER, NY	340,200	98	333,200	.43	67
ROCHESTER-MASON CITY-AUSTIN	141,200	98	138,400	.18	132
ROCKFORD	179,100	98	175,600	.23	105
ROSWELL	53,400	97	52,000	.07	183
SACRAMENTO-STOCKTON	772,000	95	735,200	.95	22
ST. JOSEPH	52,600	98	51,300	.07	184
ST. LOUIS	1,024,300	98	1,000,800	1.30	14
SALINAS-MONTEREY	164,100	95	155,200	.20	119
SALISBURY	74,400	97	72,300	.09	168
SALT LAKE CITY	476,400	97	464,000	.60	45
SAN ANGELO	33,200	98	32,500	.04	196
SAN ANTONIO	446,600	97	432,700	.56	51
SAN DIEGO	744,200	96	716,000	.93	23
SAN FRANCISCO	2,010,000	95	1,917,800	2.48	5
SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO	168,900	94	159,600	.21	115
SAVANNAH	156,800	97	151,500	.20	122
SEATTLE-TACOMA	1,023,100	95	976,800	1.26	15
SELMA	17,700	97	17,100	.02	211
SHREVEPORT-TEXARKANA	390,300	97	376,800	.49	58
SIOUX CITY	155,400	98	151,900	.20	121
SIOUX FALLS-MITCHELL	213,600	97	208,200	.27	93
SOUTH BEND-ELKHART	264,300	98	257,700	.33	80
SPOKANE	319,800	95	304,700	.39	70
SPRINGFIELD, MA	231,000	97	223,700	.29	88
SPRINGFIELD, MO	262,400	96	252,000	.33	82
SPRINGFIELD-DECATUR-CHAMPAIGN	284,600	97	276,600	.36	75
SYRACUSE	353,300	97	344,100	.45	63
TALLAHASSEE	139,600	96	134,100	.17	136
TAMPA-ST. PETERSBURG	948,200	98	927,700	1.20	18
TERRE HAUTE	167,900	97	162,800	.21	109
TOLEDO	414,600	98	407,300	.53	55
TOPEKA	124,200	97	120,900	.16	145
TRAVERSE CITY-CADILLAC	140,000	96	135,000	.17	135
TUCSON	215,000	97	208,500	.27	92
TULSA	414,800	98	405,400	.52	56
TUSCALOOSA	42,300	98	41,400	.05	190
TWIN FALLS	29,400	98	28,800	.04	200
TYLER	85,700	97	82,900	.11	159
UTICA	106,500	97	103,800	.13	156
VICTORIA	21,500	96	20,700	.03	209
WACO-TEMPLE	200,400	97	195,100	.25	100
WASHINGTON, DC	1,422,900	98	1,400,400	1.81	8
WATERTOWN-CARTHAGE	79,000	97	77,000	.10	164
WAUSAU-RHINELANDER	146,600	97	142,700	.18	130
WEST PALM BEACH	283,200	97	275,400	.36	76
WHEELING-STEUBENVILLE	161,100	98	157,800	.20	117
WICHITA-HUTCHINSON	404,400	98	394,800	.51	57
WICHITA FALLS-LAWTON	167,000	98	163,900	.21	108
WILKES BARRE-SCRANTON	471,100	97	457,300	.59	48
WILMINGTON	147,400	96	142,000	.18	131
YAKIMA	154,500	94	145,000	.19	127
YOUNGSTOWN	221,200	98	217,500	.28	90
ZANESVILLE	29,500	98	28,800	.04	200
TOTAL U.S.	79,335,200	97	77,241,600		

ALABAMA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
AUTAUGA	9,600	9,300	97	B	5	MONTGOMERY
BALDWIN	27,300	26,900	98	B	5	MOBILE-PENSACOLA
BARBOUR	9,200	8,800	96	D	5	COLUMBUS, GA
BIBB	5,100	5,000	97	D	5	BIRMINGHAM
BLOUNT	13,700	13,400	98	D	5	BIRMINGHAM
BULLOCK	3,800	3,600	95	D	5	MONTGOMERY
BUTLER	7,600	7,400	97	D	5	MONTGOMERY
CALHOUN	42,200	41,500	98	C	5	ANNISTON
CHAMBERS	13,900	13,600	98	C	5	COLUMBUS, GA
CHEROKEE	7,400	7,200	98	D	5	ATLANTA
CHILTON	11,600	11,300	97	D	5	BIRMINGHAM
CHOCTAW	6,200	5,900	96	D	5	MERIDIAN
CLARKE	9,900	9,500	96	D	5	MOBILE-PENSACOLA
CLAY	5,700	5,600	98	D	5	BIRMINGHAM
CLEBURNE	4,400	4,300	97	D	5	ATLANTA
COFFEE	13,400	13,100	97	D	5	DOTHAN
COLBERT	18,700	18,200	98	C	5	HUNTSVILLE-DECATUR-FLORENCE
CONECUH	5,700	5,500	96	D	5	MOBILE-PENSACOLA
COOSA	4,300	4,200	97	D	5	BIRMINGHAM
COVINGTON	13,800	13,400	97	D	5	MONTGOMERY
CRENSHAW	5,700	5,500	97	D	5	MONTGOMERY
CULLMAN	21,700	21,400	99	C	5	BIRMINGHAM
DALE	15,900	15,600	98	C	5	DOTHAN
DALLAS	17,700	17,100	97	C	5	SELMA
DE KALB	19,900	19,500	98	C	5	HUNTSVILLE-DECATUR-FLORENCE
ELMORE	13,800	13,400	97	B	5	MONTGOMERY
ESCAMBIA	12,400	12,000	97	D	5	MOBILE-PENSACOLA
ETOWAH	37,000	36,500	99	C	5	BIRMINGHAM
FAYETTE	6,500	6,300	97	D	5	BIRMINGHAM
FRANKLIN	10,500	10,200	97	D	5	HUNTSVILLE-DECATUR-FLORENCE
GENEVA	9,500	9,200	97	D	5	DOTHAN
GREENE	3,400	3,200	94	D	5	BIRMINGHAM
HALE	4,800	4,600	95	D	5	BIRMINGHAM
HENRY	5,800	5,600	97	D	5	DOTHAN
HOUSTON	28,400	27,900	98	C	5	DOTHAN
JACKSON	19,700	19,200	98	C	5	CHATTANOOGA
JEFFERSON	243,000	240,000	99	B	5	BIRMINGHAM
LAMAR	6,400	6,200	97	D	5	COLUMBUS-TUPELO
LAUDERDALE	29,300	28,500	97	C	5	HUNTSVILLE-DECATUR-FLORENCE
LAWRENCE	10,300	10,000	97	D	5	HUNTSVILLE-DECATUR-FLORENCE
LEE	25,500	24,900	98	C	5	COLUMBUS, GA
LIMESTONE	14,600	14,200	97	C	5	HUNTSVILLE-DECATUR-FLORENCE
LOWNDES	4,200	4,000	95	D	5	MONTGOMERY
MACON	9,300	9,000	96	D	5	MONTGOMERY
MADISON	61,400	60,100	98	B	5	HUNTSVILLE-DECATUR-FLORENCE
MARENGO	8,300	7,900	96	D	5	MERIDIAN
MARION	10,900	10,700	98	D	5	BIRMINGHAM
MARSHALL	24,300	23,800	98	C	5	HUNTSVILLE-DECATUR-FLORENCE
MOBILE	124,100	122,500	99	B	5	MOBILE-PENSACOLA
MONROE	7,800	7,500	96	D	5	MOBILE-PENSACOLA
MONTGOMERY	66,300	65,100	98	B	5	MONTGOMERY
MORGAN	32,600	31,900	98	C	5	HUNTSVILLE-DECATUR-FLORENCE
PERRY	4,300	4,100	95	D	5	BIRMINGHAM
PICKENS	7,900	7,600	96	D	5	BIRMINGHAM
PIKE	9,200	8,900	97	D	5	MONTGOMERY
RANDOLPH	7,300	7,100	97	D	5	COLUMBUS, GA
RUSSELL	15,300	14,900	97	B	5	COLUMBUS, GA
SHELBY	21,900	21,500	98	B	5	BIRMINGHAM
ST CLAIR	13,900	13,600	98	B	5	BIRMINGHAM
SUMTER	5,000	4,800	96	D	5	MERIDIAN
TALLADEGA	24,600	24,100	98	C	5	BIRMINGHAM
TALLAPOOSA	13,500	13,200	98	C	5	MONTGOMERY
TUSCALOOSA	42,300	41,400	98	C	5	TUSCALOOSA
WALKER	25,200	24,800	98	B	5	BIRMINGHAM
WASHINGTON	5,800	5,600	97	D	5	MOBILE-PENSACOLA
WILCOX	4,300	4,100	94	D	5	MONTGOMERY
WINSTON	7,900	7,700	98	D	5	BIRMINGHAM
STATE TOTAL	1,352,900	1,324,600	98			

ALASKA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ANCHORAGE	60,100	57,500	96	B	9	ANCHORAGE
KENAI-COOK INLET	6,800	4,700	69	D	9	ANCHORAGE
MATANUSKA-SUSITNA	5,800	4,400	75	D	9	ANCHORAGE
STATE TOTAL	72,700	66,600	92			

ARIZONA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
APACHE NORTH	9,900	8,500	86	D	8	ALBUQUERQUE
APACHE SOUTH	2,500	2,200	86	D	8	TUCSON
COCHISE	26,700	25,500	95	C	8	TUCSON
COCONINO	23,100	21,000	91	C	8	FLAGSTAFF
GILA	12,800	12,100	94	D	8	PHOENIX
GRAHAM	6,100	5,700	93	D	8	PHOENIX
GREENLEE	4,500	4,300	96	D	8	PHOENIX
MARICOPA	505,000	492,400	97	A	8	PHOENIX
MOHAVE	17,500	16,400	94	C	8	PHOENIX
NAVAJO	18,100	16,100	89	C	8	PHOENIX
PIMA	176,500	172,000	97	B	8	TUCSON
PINAL	28,800	27,600	96	C	8	PHOENIX
SANTA CRUZ	6,000	5,800	96	B	8	TUCSON
YAVAPAI	24,600	23,100	94	C	8	PHOENIX
YUMA	25,000	23,300	93	C	8	EL CENTRO-YUMA
STATE TOTAL	887,100	856,000	96			

ARKANSAS

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ARKANSAS	8,900	8,700	97	D	7	LITTLE ROCK
ASHLEY	9,000	8,600	96	D	7	MONROE-EL DORADO
BAXTER	11,000	10,500	95	D	7	SPRINGFIELD, MO
BENTON	25,900	24,800	96	C	7	JOPLIN-PITTSBURG
BOONE	9,900	9,500	96	D	7	SPRINGFIELD, MO
BRADLEY	4,700	4,500	96	D	7	LITTLE ROCK
CALHOUN	1,800	1,700	96	D	7	LITTLE ROCK
CARROLL	6,000	5,800	96	D	7	SPRINGFIELD, MO
CHICOT	5,400	5,000	93	D	7	MONROE-EL DORADO
CLARK	7,600	7,300	96	D	7	LITTLE ROCK
CLAY	7,700	7,400	96	D	7	JONESBORO
CLEBURNE	6,300	6,100	96	D	7	LITTLE ROCK
CLEVELAND	2,800	2,600	94	D	7	LITTLE ROCK
COLUMBIA	9,500	9,100	96	D	7	SHREVEPORT-TEXARKANA
CONWAY	9,300	9,000	96	D	7	LITTLE ROCK
CRAIGHEAD	23,700	23,200	98	C	7	JONESBORO
CRAWFORD	12,500	12,000	96	B	7	FT. SMITH
CRITTENDEN	15,300	14,600	95	B	7	MEMPHIS
CROSS	6,000	3,800	96	D	7	MEMPHIS
DALLAS	3,400	3,300	96	D	7	LITTLE ROCK
DESHA	6,400	6,100	95	D	7	LITTLE ROCK
DREW	5,700	5,400	95	D	7	LITTLE ROCK
FAULKNER	13,600	13,200	97	C	7	LITTLE ROCK
FRANKLIN	5,200	5,000	96	D	7	FT. SMITH
FULTON	3,800	3,500	91	D	7	SPRINGFIELD, MO
GARLAND	28,400	27,500	97	C	7	LITTLE ROCK
GRANT	5,300	5,100	97	D	7	LITTLE ROCK
GREENE	12,300	11,900	97	D	7	JONESBORO
HEMPSTEAD	7,300	7,000	96	D	7	SHREVEPORT-TEXARKANA
HOT SPRING	9,200	8,900	97	D	7	LITTLE ROCK

ARKANSAS

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
HOWARD	5,000	4,800	97	D	7	SHREVEPORT-TEXARKANA
INDEPENDENCE	10,700	10,300	96	D	7	LITTLE ROCK
IZARD	4,200	3,900	92	D	7	LITTLE ROCK
JACKSON	8,000	7,700	96	D	7	LITTLE ROCK
JEFFERSON	28,900	28,000	97	B	7	LITTLE ROCK
JOHNSON	6,700	6,400	95	D	7	LITTLE ROCK
LAFAYETTE	3,500	3,400	96	D	7	SHREVEPORT-TEXARKANA
LAWRENCE	8,100	7,700	95	D	7	JONESBORO
LEE	5,300	5,000	94	D	7	MEMPHIS
LINCOLN	3,700	3,500	95	D	7	LITTLE ROCK
LITTLE RIVER	4,100	3,900	95	B	7	SHREVEPORT-TEXARKANA
LOGAN	7,200	6,900	96	D	7	LITTLE ROCK
LONOKE	12,600	12,300	97	C	7	LITTLE ROCK
MADISON	4,400	4,100	92	D	7	SPRINGFIELD, MO
MARION	5,900	5,700	96	D	7	SPRINGFIELD, MO
MILLER	12,000	11,600	97	B	7	SHREVEPORT-TEXARKANA
MISSISSIPPI	21,500	20,800	97	C	7	MEMPHIS
MONROE	5,100	4,800	94	D	7	LITTLE ROCK
MONTGOMERY	2,600	2,500	95	D	7	LITTLE ROCK
NEVADA	3,900	3,700	95	D	7	LITTLE ROCK
NEWTON	2,800	2,600	92	D	7	SPRINGFIELD, MO
OUACHITA	10,400	10,000	96	D	7	LITTLE ROCK
PERRY	2,800	2,700	97	D	7	LITTLE ROCK
PHILLIPS	12,200	11,500	94	D	7	MEMPHIS
PIKE	3,300	3,200	96	D	7	LITTLE ROCK
POINSETT	9,600	9,300	97	D	7	MEMPHIS
POLK	5,900	5,600	95	D	7	LITTLE ROCK
POPE	13,800	13,300	97	C	7	LITTLE ROCK
PRAIRIE	3,800	3,600	96	D	7	LITTLE ROCK
PULASKI	124,300	121,900	98	B	7	LITTLE ROCK
RANDOLPH	7,100	6,700	95	D	7	JONESBORO
SALINE	17,400	17,100	98	B	7	LITTLE ROCK
SCOTT	3,700	3,500	95	D	7	FT. SMITH
SEARCY	3,400	3,200	94	D	7	LITTLE ROCK
SEBASTIAN	35,000	34,300	98	B	7	FT. SMITH
SEVIER	4,500	4,400	97	D	7	SHREVEPORT-TEXARKANA
SHARP	5,600	5,200	92	D	7	JONESBORO
ST FRANCIS	9,800	9,300	95	D	7	MEMPHIS
STONE	3,100	2,900	94	D	7	LITTLE ROCK
UNION	17,100	16,600	97	B	7	MONROE-EL DORADO
VAN BUREN	4,400	4,200	96	D	7	LITTLE ROCK
WASHINGTON	35,500	34,000	96	C	7	FT. SMITH
WHITE	18,100	17,500	97	C	7	LITTLE ROCK
WOODRUFF	4,000	3,800	95	D	7	LITTLE ROCK
YELL	6,100	5,900	96	D	7	LITTLE ROCK
STATE TOTAL	811,000	782,400	96			

CALIFORNIA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ALAMEDA	459,000	439,900	96	A	9	SAN FRANCISCO
ALPINE	300	200	82	D	9	RENO
AMADOR	8,100	7,600	93	D	9	SACRAMENTO-STOCKTON
BUTTE	57,300	53,700	94	B	9	CHICO-REDDING
CALAVERAS	8,100	7,600	94	D	9	SACRAMENTO-STOCKTON
COLUSA	5,200	4,900	93	D	9	SACRAMENTO-STOCKTON
CONTRA COSTA EAST	17,500	17,000	97	C	9	SACRAMENTO-STOCKTON
CONTRA COSTA WEST	215,900	209,400	97	A	9	SAN FRANCISCO
DEL NORTE	7,000	6,400	91	D	9	EUREKA
EL DORADO EAST	12,000	11,400	95	D	9	RENO
EL DORADO WEST	23,900	22,700	95	C	9	SACRAMENTO-STOCKTON
FRESNO	169,400	160,800	95	B	9	FRESNO
GLENN	7,700	7,300	95	B	9	CHICO-REDDING
HUMBOLDT	42,600	40,200	94	C	9	EUREKA
IMPERIAL	32,100	29,100	91	C	9	EL CENTRO-YUMA

CALIFORNIA

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
INYO	7,800	6,700	86	D	9	LOS ANGELES
KERN EAST	20,400	19,500	95	C	9	LOS ANGELES
KERN WEST	109,300	104,000	95	B	9	BAKERSFIELD
KINGS	24,700	23,100	94	C	9	FRESNO
LAKE	15,100	13,600	90	D	9	SAN FRANCISCO
LASSEN	8,300	7,600	91	D	9	RENO
LOS ANGELES	2,865,000	2,759,300	96	A	9	LOS ANGELES
MADERA	20,600	19,400	94	C	9	FRESNO
MARIN	89,400	85,600	96	A	9	SAN FRANCISCO
MARIPOSA	4,200	3,800	90	D	9	FRESNO
MENDOCINO	26,300	23,600	90	C	9	SAN FRANCISCO
MERCED	45,400	43,000	95	C	9	FRESNO
MODOC	3,700	3,300	90	D	9	CHICO-REDDING
MONO	3,400	2,800	82	D	9	SACRAMENTO-STOCKTON
MONTEREY	83,900	79,600	95	B	9	SALINAS-MONTEREY
NAPA	37,300	35,500	95	C	9	SAN FRANCISCO
NEVADA	21,900	20,300	92	C	9	SACRAMENTO-STOCKTON
ORANGE	745,500	727,600	98	A	9	LOS ANGELES
PLACER EAST	3,100	2,900	95	D	9	RENO
PLACER WEST	38,900	37,000	95	B	9	SACRAMENTO-STOCKTON
PLUMAS	6,500	5,900	91	D	9	SACRAMENTO-STOCKTON
RIVERSIDE EAST	7,900	7,500	95	D	9	PHOENIX
RIVERSIDE WEST	195,500	185,600	95	B	9	LOS ANGELES
RIVERSIDE CENTRAL	55,800	52,900	95	C	9	PALM SPRINGS
SACRAMENTO	291,700	281,100	96	B	9	SACRAMENTO-STOCKTON
SAN BENITO	8,200	7,700	94	D	9	SALINAS-MONTEREY
SAN BERNARDINO	322,900	309,000	96	B	9	LOS ANGELES
SAN DIEGO	744,200	716,000	96	A	9	SAN DIEGO
SAN FRANCISCO	317,200	290,900	92	A	9	SAN FRANCISCO
SAN JOAQUIN	112,500	106,100	94	B	9	SACRAMENTO-STOCKTON
SAN LUIS OBISPO	60,100	56,500	94	C	9	SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO
SAN MATEO	232,800	226,900	97	A	9	SAN FRANCISCO
SANTA BARBARA NORTH	48,400	45,900	95	C	9	SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO
SANTA BARBARA SOUTH	60,400	57,200	95	B	9	SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO
SANTA CLARA EAST	13,500	13,000	96	C	9	SAN FRANCISCO
SANTA CLARA WEST	455,100	438,900	96	B	9	SAN FRANCISCO
SANTA CRUZ	72,000	67,900	94	B	9	SALINAS-MONTEREY
SHASTA	45,000	43,100	96	B	9	CHICO-REDDING
SIERRA	1,400	1,300	90	D	9	SACRAMENTO-STOCKTON
SISKIYOU	15,400	14,000	91	D	9	MEDFORD
SOLANO EAST	46,400	45,100	97	C	9	SACRAMENTO-STOCKTON
SOLANO WEST	34,000	32,800	97	C	9	SAN FRANCISCO
SONOMA	114,400	107,700	94	B	9	SAN FRANCISCO
STANISLAUS	97,400	91,300	94	B	9	SACRAMENTO-STOCKTON
SUTTER	19,200	18,400	96	C	9	SACRAMENTO-STOCKTON
TEHAMA	15,200	14,600	96	B	9	CHICO-REDDING
TRINITY	5,300	4,800	90	D	9	CHICO-REDDING
TULARE	84,500	79,700	94	B	9	FRESNO
TUOLUMNE	13,900	12,900	93	D	9	SACRAMENTO-STOCKTON
VENTURA	179,800	173,900	97	B	9	LOS ANGELES
YOLO	38,900	36,900	95	B	9	SACRAMENTO-STOCKTON
YUBA	17,100	16,300	96	C	9	SACRAMENTO-STOCKTON
STATE TOTAL	8,972,900	8,598,200	96			

COLORADO

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	79,000	78,300	99	A	8	DENVER
ALAMOSA	3,700	3,500	94	D	8	ALBUQUERQUE
ARAPAHOE	95,500	94,200	99	A	8	DENVER
ARCHULETA	1,200	1,100	91	D	8	ALBUQUERQUE
BACA	2,100	1,800	88	D	8	COLORADO SPRINGS-PUEBLO
BENT	2,100	2,000	96	D	8	COLORADO SPRINGS-PUEBLO
BOULDER	68,100	66,000	97	A	8	DENVER
CHAFFEE	4,600	4,400	95	D	8	DENVER
CHEYENNE	700	700	93	D	8	COLORADO SPRINGS-PUEBLO
CLEAR CREEK	2,000	1,900	96	D	8	DENVER

COLORADO

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
CONEJOS	1,900	1,800	93	D	8	ALBUQUERQUE
COSTILLA	1,300	1,100	87	D	8	ALBUQUERQUE
CROWLEY	900	900	97	D	8	COLORADO SPRINGS-PUEBLO
CUSTER	700	700	93	D	8	COLORADO SPRINGS-PUEBLO
DELTA	8,400	8,000	95	D	8	GRAND JUNCTION
DENVER	209,000	203,700	97	A	8	DENVER
DOLORES	800	700	87	D	8	ALBUQUERQUE
DOUGLAS	8,700	8,600	99	A	8	DENVER
EAGLE	4,600	4,300	93	D	8	DENVER
EL PASO	96,800	99,000	98	B	8	COLORADO SPRINGS-PUEBLO
ELBERT	2,300	2,200	95	D	8	DENVER
FREMONT	10,200	9,700	95	D	8	COLORADO SPRINGS-PUEBLO
GARFIELD	8,300	7,800	94	D	8	DENVER
GILPIN	1,000	1,000	96	A	8	DENVER
GRAND	3,000	2,800	92	D	8	DENVER
GUNNISON	3,200	2,900	92	D	8	DENVER
HINSDALE	300	300	99	D	8	COLORADO SPRINGS-PUEBLO
HUERFANO	2,300	2,100	93	D	8	COLORADO SPRINGS-PUEBLO
JACKSON	600	600	96	D	8	DENVER
JEFFERSON	127,100	125,700	99	A	8	DENVER
KIOWA	800	700	93	D	8	COLORADO SPRINGS-PUEBLO
KIT CARSON	2,600	2,400	93	D	8	DENVER
LA PLATA	9,100	8,600	94	D	8	ALBUQUERQUE
LAKE	2,800	2,600	94	D	8	DENVER
LARIMER	50,600	49,200	97	C	8	DENVER
LAS ANIMAS	5,800	5,400	92	D	8	COLORADO SPRINGS-PUEBLO
LINCOLN	1,700	1,600	96	D	8	COLORADO SPRINGS-PUEBLO
LOGAN	7,100	6,800	96	D	8	CHEYENNE
MESA	27,800	26,900	97	C	8	GRAND JUNCTION
MINERAL	500	400	89	D	8	COLORADO SPRINGS-PUEBLO
MOFFAT	4,400	4,000	92	D	8	DENVER
MONTEZUMA	5,800	5,500	94	D	8	ALBUQUERQUE
MONTROSE	7,800	7,400	95	D	8	GRAND JUNCTION
MORGAN	7,900	7,700	98	D	8	DENVER
OTERO	8,500	8,200	96	D	8	COLORADO SPRINGS-PUEBLO
OURAY	800	700	91	D	8	GRAND JUNCTION
PARK	2,200	2,100	95	D	8	DENVER
PHILLIPS	2,000	2,000	98	D	8	DENVER
PITKIN	4,600	4,100	89	D	8	DENVER
PROWERS	4,500	4,200	92	D	8	COLORADO SPRINGS-PUEBLO
PUEBLO	43,200	42,400	98	B	8	COLORADO SPRINGS-PUEBLO
RIO BLANCO	2,200	2,100	95	D	8	DENVER
RIO GRANDE	3,600	3,400	93	D	8	ALBUQUERQUE
ROUTT	5,000	4,600	91	D	8	DENVER
SAGUACHE	1,300	1,200	92	D	8	ALBUQUERQUE
SAN JUAN	300	300	95	D	8	GRAND JUNCTION
SAN MIGUEL	1,100	1,000	92	D	8	GRAND JUNCTION
SEDGWICK	1,400	1,300	96	D	8	CHEYENNE
SUMMIT	2,700	2,600	95	D	8	DENVER
TELLER	3,200	3,100	97	B	8	COLORADO SPRINGS-PUEBLO
WASHINGTON	1,900	1,800	94	D	8	CHEYENNE
WELD	39,800	38,900	98	C	8	DENVER
YUMA	3,800	3,600	95	D	8	DENVER
STATE TOTAL	1,017,200	990,600	97			

CONNECTICUT

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
FAIRFIELD	287,100	281,000	98	B	1	NEW YORK
HARTFORD	288,600	280,500	97	A	1	HARTFORD-NEW HAVEN
LITCHFIELD	55,600	53,800	97	B	1	HARTFORD-NEW HAVEN
MIDDLESEX	44,200	42,800	97	C	1	HARTFORD-NEW HAVEN
NEW HAVEN	270,700	264,100	98	A	1	HARTFORD-NEW HAVEN
NEW LONDON	83,400	80,200	96	B	1	PROVIDENCE-NEW BEDFORD
TOLLAND	36,100	34,900	97	C	1	HARTFORD-NEW HAVEN
WINDHAM	33,500	32,300	96	C	1	BOSTON
STATE TOTAL	1,099,200	1,069,600	97			

DELAWARE

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
KENT	33,000	32,400	98	C	3	PHILADELPHIA
NEW CASTLE	138,400	137,100	99	B	3	PHILADELPHIA
SUSSEX	34,700	33,700	97	C	3	SALISBURY
STATE TOTAL	206,100	203,200	99			

DISTRICT OF COLUMBIA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
DISTRICT OF COLUMBIA	278,200	271,800	98	A	3	WASHINGTON, DC
STATE TOTAL	278,200	271,800	98			

FLORIDA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ALACHUA	48,600	46,500	96	C	3	GAINESVILLE
BAKER	4,000	3,900	97	B	3	JACKSONVILLE
BAY	34,300	33,500	98	C	3	PANAMA CITY
BRADFORD	5,800	5,600	97	D	3	JACKSONVILLE
BREVARD	87,800	86,000	98	B	3	ORLANDO-DAYTONA BEACH
BROWARD	389,300	384,200	99	B	3	MIAMI
CALHOUN	3,200	3,000	94	D	3	PANAMA CITY
CHARLOTTE	24,800	24,000	97	C	3	FT. MYERS-NAPLES
CITRUS	19,400	18,600	96	C	3	TAMPA-ST. PETERSBURG
CLAY	20,700	20,100	97	B	3	JACKSONVILLE
COLLIER	30,800	29,400	95	C	3	FT. MYERS-NAPLES
COLUMBIA	10,900	10,500	96	D	3	JACKSONVILLE
DADE	575,500	564,600	98	A	3	MIAMI
DE SOTO	6,000	5,800	96	D	3	TAMPA-ST. PETERSBURG
DIXIE	2,500	2,300	92	D	3	GAINESVILLE
DUVAL	201,500	197,900	98	B	3	JACKSONVILLE
ESCAMBIA	76,600	75,300	98	B	3	MOBILE-PENSACOLA
FLAGLER	3,100	3,000	96	D	3	ORLANDO-DAYTONA BEACH
FRANKLIN	2,900	2,700	94	D	3	PANAMA CITY
GADSDEN	9,700	9,200	95	D	3	TALLAHASSEE
GILCHRIST	2,300	2,200	96	D	3	GAINESVILLE
GLADES	2,300	2,200	94	D	3	FT. MYERS-NAPLES
GULF	3,500	3,300	96	D	3	PANAMA CITY
HAMILTON	3,100	2,900	94	D	3	TALLAHASSEE
HARDEE	9,800	9,600	97	D	3	TAMPA-ST. PETERSBURG
HENDRY	6,100	5,800	95	D	3	FT. MYERS-NAPLES
HERNANDO	13,100	12,700	97	D	3	TAMPA-ST. PETERSBURG
HIGHLANDS	15,900	15,300	97	C	3	TAMPA-ST. PETERSBURG
HILLSBOROUGH	224,000	219,300	98	A	3	TAMPA-ST. PETERSBURG
HOLMES	5,700	5,300	93	D	3	PANAMA CITY
INDIAN RIVER	20,300	19,600	97	C	3	WEST PALM BEACH
JACKSON	13,400	12,600	94	D	3	PANAMA CITY
JEFFERSON	3,500	3,300	94	D	3	TALLAHASSEE
LAFAYETTE	1,700	1,600	93	D	3	TALLAHASSEE
LAKE	38,300	37,400	98	C	3	ORLANDO-DAYTONA BEACH
LEE	86,000	83,800	97	B	3	FT. MYERS-NAPLES
LEON	48,500	47,000	97	B	3	TALLAHASSEE
LEVY	6,200	5,800	93	D	3	GAINESVILLE
LIBERTY	1,500	1,400	94	D	3	PANAMA CITY
MADISON	4,600	4,300	93	D	3	TALLAHASSEE
MANATEE	61,900	60,600	98	C	3	TAMPA-ST. PETERSBURG
MARION	39,200	37,500	96	C	3	ORLANDO-DAYTONA BEACH
MARTIN	21,600	21,000	97	C	3	WEST PALM BEACH
MONROE	18,200	17,200	95	C	3	MIAMI
NASSAU	10,900	10,600	98	B	3	JACKSONVILLE

FLORIDA

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
OKALOOSA	34,300	33,600	98	C	3	MOBILE-PENSACOLA
OKEECHOBEE	6,300	6,100	97	D	3	WEST PALM BEACH
ORANGE	163,800	160,800	98	B	3	ORLANDO-DAYTONA BEACH
OSCEOLA	17,100	16,600	97	B	3	ORLANDO-DAYTONA BEACH
PALM BEACH	206,100	200,700	97	B	3	WEST PALM BEACH
PASCO	74,700	72,800	97	A	3	TAMPA-ST. PETERSBURG
PINELLAS	339,100	332,900	98	A	3	TAMPA-ST. PETERSBURG
POLK	104,300	101,900	98	B	3	TAMPA-ST. PETERSBURG
PUTNAM	16,600	16,100	97	C	3	JACKSONVILLE
SANTA ROSA	18,100	17,700	98	B	3	MOBILE-PENSACOLA
SARASOTA	84,000	82,200	98	B	3	TAMPA-ST. PETERSBURG
SEMINOLE	60,100	58,900	98	B	3	ORLANDO-DAYTONA BEACH
ST JOHNS	17,100	16,600	97	B	3	JACKSONVILLE
ST LUCIE	28,900	28,000	97	C	3	WEST PALM BEACH
SUMTER	7,700	7,400	96	D	3	ORLANDO-DAYTONA BEACH
SUWANNEE	7,100	6,700	94	D	3	JACKSONVILLE
TAYLOR	4,800	4,500	93	D	3	TALLAHASSEE
UNION	2,600	2,500	96	D	3	JACKSONVILLE
VOLUSIA	95,800	93,700	98	B	3	ORLANDO-DAYTONA BEACH
WAKULLA	3,300	3,200	97	B	3	TALLAHASSEE
WALTON	7,300	7,000	95	D	3	PANAMA CITY
WASHINGTON	5,000	4,800	95	D	3	PANAMA CITY
STATE TOTAL	3,519,100	3,439,100	98			

GEORGIA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
APPLING	4,800	4,500	95	D	3	SAVANNAH
ATKINSON	1,900	1,700	91	D	3	ALBANY, GA
BACON	3,300	3,100	95	D	3	SAVANNAH
BAKER	1,300	1,200	93	D	3	ALBANY, GA
BALDWIN	8,300	7,900	96	D	3	ATLANTA
BANKS	2,600	2,500	95	D	3	ATLANTA
BARROW	7,100	6,900	97	D	3	ATLANTA
BARTOW	12,900	12,600	98	C	3	ATLANTA
BEN HILL	6,100	5,800	95	D	3	ALBANY, GA
BERRIEN	5,100	4,800	95	D	3	ALBANY, GA
BIBB	48,500	47,400	98	B	3	MACON
BLECKLEY	3,900	3,700	95	D	3	MACON
BRANTLEY	2,800	2,700	96	D	3	JACKSONVILLE
BROOKS	4,800	4,600	96	D	3	TALLAHASSEE
BRYAN	2,800	2,700	96	B	3	SAVANNAH
BULLOCH	12,700	12,300	97	D	3	SAVANNAH
BURKE	5,900	5,600	94	D	3	AUGUSTA
BUTTS	4,200	4,100	97	A	3	ATLANTA
CALHOUN	2,300	2,100	91	D	3	COLUMBUS, GA
CAMDEN	3,800	3,700	97	D	3	JACKSONVILLE
CANDLER	2,500	2,400	95	D	3	SAVANNAH
CARROLL	19,200	18,800	98	C	3	ATLANTA
CATOOSA	13,600	13,400	99	B	3	CHATTANOOGA
CHARLTON	2,200	2,100	96	D	3	JACKSONVILLE
CHATHAM	63,900	62,500	98	B	3	SAVANNAH
CHATTAHOOCHEE	1,400	1,400	98	B	3	COLUMBUS, GA
CHATTOOGA	7,800	7,600	97	D	3	ATLANTA
CHEROKEE	14,700	14,400	98	A	3	ATLANTA
CLARKE	25,000	24,300	97	C	3	ATLANTA
CLAY	1,100	1,000	94	D	3	COLUMBUS, GA
CLAYTON	47,800	47,300	99	A	3	ATLANTA
CLINCH	1,900	1,800	95	D	3	JACKSONVILLE
COBB	95,400	94,400	99	A	3	ATLANTA
COFFEE	8,300	7,900	95	D	3	ALBANY, GA
COLQUITT	12,000	11,600	97	D	3	ALBANY, GA
COLUMBIA	11,500	11,100	97	B	3	AUGUSTA
COLUMBUS	56,100	55,000	98	B	3	COLUMBUS, GA
COOK	4,400	4,200	96	D	3	ALBANY, GA
COWETA	13,200	12,700	97	C	3	ATLANTA
CRAWFORD	2,400	2,200	93	D	3	MACON

GEORGIA

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
CRISP	6,900	6,600	95	D	3	ALBANY, GA
DADE	4,100	4,000	97	B	3	CHATTANOOGA
DAWSON	1,600	1,500	95	D	3	ATLANTA
DE KALB	162,300	160,900	99	A	3	ATLANTA
DECATUR	8,200	7,900	96	D	3	TALLAHASSEE
DODGE	6,000	5,700	96	D	3	MACON
DOOLY	3,700	3,500	95	D	3	MACON
DOUGHERTY	30,200	29,300	97	C	3	ALBANY, GA
DOUGLAS	18,200	17,900	98	A	3	ATLANTA
EARLY	4,300	4,100	95	D	3	DOTHAN
ECHOLS	600	600	93	D	3	TALLAHASSEE
EFFINGHAM	5,900	5,700	96	B	3	SAVANNAH
ELBERT	6,800	6,600	97	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
EMANUEL	7,200	6,900	95	D	3	AUGUSTA
EVANS	3,100	3,000	97	D	3	SAVANNAH
FANNIN	5,300	5,100	96	D	3	CHATTANOOGA
FAYETTE	7,500	7,300	97	A	3	ATLANTA
FLOYD	28,500	27,800	98	C	3	ATLANTA
FORSYTH	8,000	7,900	98	A	3	ATLANTA
FRANKLIN	4,800	4,700	98	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
FULTON	216,000	212,400	98	A	3	ATLANTA
GILMER	4,300	4,100	95	D	3	ATLANTA
GLASCOCK	700	700	96	D	3	AUGUSTA
GLYNN	16,600	16,200	97	C	3	JACKSONVILLE
GORDON	10,300	10,100	98	D	3	ATLANTA
GRADY	6,800	6,600	97	D	3	TALLAHASSEE
GREENE	3,500	3,300	95	D	3	ATLANTA
GWINNETT	53,100	52,200	98	A	3	ATLANTA
HABERSHAM	8,700	8,400	96	D	3	ATLANTA
HALL	25,200	24,600	98	C	3	ATLANTA
HANCOCK	3,000	2,800	93	D	3	AUGUSTA
HARALSON	6,700	6,500	97	D	3	ATLANTA
HARRIS	4,100	3,900	96	D	3	COLUMBUS, GA
HART	5,900	5,700	97	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
HEARD	2,100	2,000	96	D	3	ATLANTA
HENRY	10,600	10,300	97	A	3	ATLANTA
HOUSTON	24,700	24,200	98	B	3	MACON
IRWIN	3,300	3,100	95	D	3	ALBANY, GA
JACKSON	8,700	8,400	97	D	3	ATLANTA
JASPER	2,200	2,100	94	D	3	ATLANTA
JEFF DAVIS	3,600	3,400	95	D	3	SAVANNAH
JEFFERSON	5,700	5,400	95	D	3	AUGUSTA
JENKINS	3,300	3,200	96	D	3	AUGUSTA
JOHNSON	2,300	2,200	96	D	3	AUGUSTA
JONES	5,800	5,600	96	B	3	MACON
LAMAR	3,800	3,700	97	D	3	ATLANTA
LANIER	1,600	1,500	94	D	3	ALBANY, GA
LAURENS	12,500	11,900	95	D	3	MACON
LEE	3,500	3,300	95	C	3	ALBANY, GA
LIBERTY	7,900	7,600	96	D	3	SAVANNAH
LINCOLN	1,900	1,800	96	D	3	AUGUSTA
LONG	1,100	1,000	95	D	3	SAVANNAH
LOWNDES	22,000	21,100	96	C	3	TALLAHASSEE
LUMPKIN	3,000	2,900	97	D	3	ATLANTA
MACON	3,500	3,300	94	D	3	COLUMBUS, GA
MADISON	5,600	5,400	96	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
MARION	1,900	1,800	92	D	3	COLUMBUS, GA
MC DUFFIE	5,900	5,700	96	D	3	AUGUSTA
MC INTOSH	3,000	2,900	95	D	3	SAVANNAH
MERIWETHER	6,400	6,100	96	D	3	ATLANTA
MILLER	1,900	1,800	95	D	3	TALLAHASSEE
MITCHELL	6,400	6,100	95	D	3	ALBANY, GA
MONROE	4,200	4,000	96	D	3	ATLANTA
MONTGOMERY	2,100	1,900	93	D	3	SAVANNAH
MORGAN	3,000	2,900	95	D	3	ATLANTA
MURRAY	6,400	6,200	96	D	3	CHATTANOOGA
NEWTON	11,100	10,800	97	A	3	ATLANTA
OCONEE	4,400	4,300	98	D	3	ATLANTA
OGLETHORPE	2,800	2,700	95	D	3	ATLANTA
PAULDING	8,300	8,100	98	A	3	ATLANTA
PEACH	6,700	6,500	97	D	3	MACON
PICKENS	3,700	3,600	97	D	3	ATLANTA
PIERCE	3,600	3,400	95	D	3	JACKSONVILLE
PIKE	3,100	2,900	95	D	3	ATLANTA
POLK	10,600	10,300	98	D	3	ATLANTA

GEORGIA

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
PULASKI	3,300	3,100	95	D	3	MACON
PUTNAM	2,900	2,800	96	D	3	ATLANTA
QUITMAN	600	600	94	D	3	COLUMBUS, GA
RABUN	3,300	3,200	96	D	3	ATLANTA
RANDOLPH	3,300	3,100	94	D	3	COLUMBUS, GA
RICHMOND	47,800	46,800	98	B	3	AUGUSTA
ROCKDALE	10,900	10,600	97	A	3	ATLANTA
SCHLEY	800	800	95	D	3	COLUMBUS, GA
SCREVEN	4,200	4,000	95	D	3	AUGUSTA
SEMINOLE	2,800	2,700	96	D	3	TALLAHASSEE
SPALDING	17,300	16,900	97	C	3	ATLANTA
STEPHENS	8,900	8,600	97	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
STEWART	1,600	1,500	93	D	3	COLUMBUS, GA
SUMTER	8,900	8,400	95	D	3	COLUMBUS, GA
TALBOT	1,400	1,300	94	D	3	COLUMBUS, GA
TALIAFERRO	700	700	94	D	3	AUGUSTA
TATTNALL	5,100	4,900	96	D	3	SAVANNAH
TAYLOR	2,600	2,500	95	D	3	COLUMBUS, GA
TELFAIR	3,900	3,600	93	D	3	ALBANY, GA
TERRELL	3,400	3,200	95	D	3	COLUMBUS, GA
THOMAS	13,300	12,800	97	B	3	TALLAHASSEE
TIFT	10,700	10,300	96	D	3	ALBANY, GA
TOOMBS	7,400	7,000	94	D	3	SAVANNAH
TOWNS	1,500	1,500	97	D	3	ATLANTA
TREUTLEN	2,200	2,100	94	D	3	MACON
TROUP	16,600	16,000	96	C	3	ATLANTA
TURNER	3,200	3,100	96	D	3	ALBANY, GA
TWIGGS	2,500	2,400	95	B	3	MACON
UNION	2,800	2,700	96	D	3	ATLANTA
UPSON	9,300	9,000	97	D	3	ATLANTA
WALKER	18,300	18,000	98	B	3	CHATTANOOGA
WALTON	10,100	9,800	97	A	3	ATLANTA
WARE	13,400	12,900	97	C	3	JACKSONVILLE
WARREN	1,500	1,500	94	D	3	AUGUSTA
WASHINGTON	5,200	4,900	93	D	3	MACON
WAYNE	6,200	6,000	97	D	3	SAVANNAH
WEBSTER	1,100	1,000	92	D	3	COLUMBUS, GA
WHEELER	2,000	1,900	93	D	3	MACON
WHITE	3,300	3,200	96	D	3	ATLANTA
WHITFIELD	21,500	21,100	98	C	3	CHATTANOOGA
WILCOX	2,700	2,600	96	D	3	MACON
WILKES	3,500	3,300	94	D	3	AUGUSTA
WILKINSON	3,300	3,200	96	D	3	MACON
WORTH	5,500	5,300	96	D	3	ALBANY, GA
STATE TOTAL	1,772,700	1,726,800	97			

IDAHO

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADA	58,400	57,100	98	B	8	BOISE
ADAMS	1,400	1,300	95	D	8	BOISE
BANNOCK	21,300	20,700	97	B	8	IDAHO FALLS-POCATELLO
BEAR LAKE	2,500	2,400	96	D	8	SALT LAKE CITY
BENEWAH	2,800	2,700	97	D	8	SPOKANE
BINGHAM	11,200	11,000	98	B	8	IDAHO FALLS-POCATELLO
BLAINE	3,900	3,700	95	D	8	BOISE
BOISE	1,000	1,000	97	D	8	BOISE
BONNER	9,200	8,900	96	D	8	SPOKANE
BONNEVILLE	20,700	20,400	98	B	8	IDAHO FALLS-POCATELLO
BOUNDARY	2,600	2,500	94	D	8	SPOKANE
BUTTE	900	900	98	D	8	IDAHO FALLS-POCATELLO
CAMAS	200	200	99	D	8	BOISE
CANYON	27,500	26,600	97	B	8	BOISE
CARIBOU	2,700	2,600	96	D	8	SALT LAKE CITY
CASSIA	6,300	6,200	98	D	8	IDAHO FALLS-POCATELLO
CLARK	500	500	95	D	8	IDAHO FALLS-POCATELLO
CLEARWATER	3,200	3,100	96	D	8	SPOKANE
CUSTER	1,400	1,300	93	D	8	IDAHO FALLS-POCATELLO
ELMORE	7,200	7,000	98	D	8	BOISE

IDAHO

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
FRANKLIN	3,200	3,100	97	D	8	SALT LAKE CITY
FREMONT	3,600	3,500	98	D	8	IDAHO FALLS-POCATELLO
GEM	4,000	3,900	97	D	8	BOISE
GOODING	4,000	3,900	97	D	8	TWIN FALLS
IDAHO	4,900	4,600	94	D	8	SPOKANE
JEFFERSON	5,200	5,100	99	D	8	IDAHO FALLS-POCATELLO
JEROME	9,600	9,500	98	D	8	TWIN FALLS
KOOTENAI	21,300	20,900	98	C	8	SPOKANE
LATAH	9,900	9,500	96	D	8	SPOKANE
LEMHI	2,500	2,300	91	D	8	MISSOULA-BUTTE
LEWIS	1,900	1,800	97	D	8	SPOKANE
LINCOLN	1,400	1,400	97	D	8	TWIN FALLS
MADISON	4,300	4,200	98	D	8	IDAHO FALLS-POCATELLO
MINIDOKA	6,900	6,700	97	C	8	IDAHO FALLS-POCATELLO
NEZ PERCE	11,800	11,500	97	D	8	SPOKANE
ONEIDA	1,000	1,000	97	D	8	SALT LAKE CITY
OWYHEE	2,500	2,400	97	D	8	BOISE
PAYETTE	6,100	5,900	97	D	8	BOISE
POWER	2,100	2,000	95	D	8	IDAHO FALLS-POCATELLO
SHOSHONE	6,500	6,300	97	D	8	SPOKANE
TETON	700	700	99	D	8	IDAHO FALLS-POCATELLO
TWIN FALLS	10,400	10,000	98	C	8	TWIN FALLS
VALLEY	1,700	1,600	95	D	8	BOISE
WASHINGTON	3,300	3,200	96	D	8	BOISE
STATE TOTAL	317,700	309,100	97			

ILLINOIS

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	29,500	29,000	98	C	4	QUINCY-HANNIBAL
ALEXANDER	4,700	4,400	94	D	4	PADUCAH-CAPE GIRARDEAU-HARRISBURG
BOND	5,200	5,000	95	D	4	ST. LOUIS
BOONE	10,100	9,900	98	B	4	ROCKFORD
BROWN	2,500	2,400	96	D	4	QUINCY-HANNIBAL
BUREAU	13,800	13,400	97	C	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
CALHOUN	2,300	2,200	96	D	4	ST. LOUIS
CARROLL	7,100	6,900	98	D	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
CASS	5,300	5,100	97	D	4	QUINCY-HANNIBAL
CHAMPAIGN	56,700	55,100	97	B	4	SPRINGFIELD-DECATUR-CHAMPAIGN
CHRISTIAN	13,800	13,400	97	C	4	SPRINGFIELD-DECATUR-CHAMPAIGN
CLARK	6,700	6,500	96	D	4	TERRE HAUTE
CLAY	5,300	5,000	94	D	4	TERRE HAUTE
CLINTON	10,200	9,900	98	A	4	ST. LOUIS
COLES	16,600	16,100	97	C	4	SPRINGFIELD-DECATUR-CHAMPAIGN
COOK	1,910,500	1,870,000	98	A	4	CHICAGO
CRAWFORD	8,700	8,500	97	D	4	TERRE HAUTE
CUMBERLAND	3,900	3,700	96	D	4	TERRE HAUTE
DE WITT	6,400	6,200	97	D	4	SPRINGFIELD-DECATUR-CHAMPAIGN
DEKALB	22,400	21,900	98	C	4	CHICAGO
DOUGLAS	7,500	7,300	97	D	4	SPRINGFIELD-DECATUR-CHAMPAIGN
DUPAGE	188,000	186,100	99	A	4	CHICAGO
EDGAR	8,300	8,100	97	D	4	TERRE HAUTE
EDWARDS	3,500	3,400	94	D	4	EVANSVILLE
EFFINGHAM	10,800	10,200	95	D	4	TERRE HAUTE
FAYETTE	8,400	8,100	96	D	4	ST. LOUIS
FORD	5,300	5,200	98	D	4	SPRINGFIELD-DECATUR-CHAMPAIGN
FRANKLIN	18,200	17,500	96	C	4	PADUCAH-CAPE GIRARDEAU-HARRISBURG
FULTON	17,400	16,900	97	C	4	PEORIA
GALLATIN	2,800	2,600	94	D	4	PADUCAH-CAPE GIRARDEAU-HARRISBURG
GREENE	6,100	5,900	97	D	4	ST. LOUIS
GRUNDY	11,100	10,900	98	D	4	CHICAGO
HAMILTON	4,200	3,900	93	D	4	PADUCAH-CAPE GIRARDEAU-HARRISBURG
HANCOCK	8,400	8,200	98	D	4	QUINCY-HANNIBAL
HARDIN	2,000	1,900	96	D	4	PADUCAH-CAPE GIRARDEAU-HARRISBURG
HENDERSON	3,200	3,100	97	D	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
HENRY	21,400	21,000	98	B	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
IROQUOIS	12,100	11,700	97	D	4	CHICAGO
JACKSON	18,400	17,600	96	C	4	PADUCAH-CAPE GIRARDEAU-HARRISBURG
JASPER	4,300	4,100	96	D	4	TERRE HAUTE

ILLINOIS

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
JEFFERSON	14,500	13,900	96	C	4	ST. LOUIS
JERSEY	7,200	7,000	97	D	4	ST. LOUIS
JO DAVIESS	7,900	7,600	96	D	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
JOHNSON	3,500	3,300	95	D	4	PADUCAH-CAPE GIRARDEAU-HARRISBURG
KANE	91,700	90,000	98	A	4	CHICAGO
KANKAKEE	31,600	30,900	98	C	4	CHICAGO
KENDALL	12,200	12,000	99	C	4	CHICAGO
KNOX	22,700	22,300	98	C	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
LA SALLE	37,500	36,500	97	C	4	CHICAGO
LAKE	128,200	126,800	99	A	4	CHICAGO
LAWRENCE	6,900	6,700	97	D	4	TERRE HAUTE
LEE	11,400	11,100	98	D	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
LIVINGSTON	14,300	13,800	96	C	4	PEORIA
LOGAN	9,900	9,600	97	D	4	PEORIA
MACON	49,200	48,100	98	B	4	SPRINGFIELD-DECATUR-CHAMPAIGN
MACOUPIN	18,100	17,600	97	C	4	ST. LOUIS
MADISON	85,100	83,500	98	A	4	ST. LOUIS
MARION	16,600	16,100	97	C	4	ST. LOUIS
MARSHALL	5,100	4,900	97	D	4	PEORIA
MASON	8,400	8,200	98	D	4	PEORIA
MASSAC	6,000	5,700	96	D	4	PADUCAH-CAPE GIRARDEAU-HARRISBURG
MC DONOUGH	11,200	10,900	97	C	4	QUINCY-HANNIBAL
MC LEAN	41,100	39,900	97	C	4	PEORIA
MCHENRY	47,500	47,000	99	A	4	CHICAGO
MENARD	4,500	4,300	96	B	4	SPRINGFIELD-DECATUR-CHAMPAIGN
MERCER	7,000	6,900	98	D	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
MONROE	6,600	6,400	97	A	4	ST. LOUIS
MONTGOMERY	12,100	11,700	97	D	4	ST. LOUIS
MORGAN	12,700	12,200	96	D	4	ST. LOUIS
MOULTRIE	4,800	4,600	96	D	4	SPRINGFIELD-DECATUR-CHAMPAIGN
OGLE	15,100	14,700	98	C	4	ROCKFORD
PEORIA	74,400	72,700	98	B	4	PEORIA
PERRY	8,300	8,000	96	D	4	ST. LOUIS
PIATT	6,200	6,100	98	D	4	SPRINGFIELD-DECATUR-CHAMPAIGN
PIKE	7,900	7,600	97	D	4	QUINCY-HANNIBAL
POPE	1,900	1,800	93	D	4	PADUCAH-CAPE GIRARDEAU-HARRISBURG
PULASKI	3,600	3,400	94	D	4	PADUCAH-CAPE GIRARDEAU-HARRISBURG
PUTNAM	2,400	2,300	95	D	4	PEORIA
RANDOLPH	11,900	11,600	97	D	4	ST. LOUIS
RICHLAND	6,400	6,100	96	D	4	TERRE HAUTE
ROCK ISLAND	59,200	58,400	99	B	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
SALINE	12,100	11,600	96	D	4	PADUCAH-CAPE GIRARDEAU-HARRISBURG
SANGAMON	68,400	66,300	97	B	4	SPRINGFIELD-DECATUR-CHAMPAIGN
SCHUYLER	3,100	3,000	97	D	4	QUINCY-HANNIBAL
SCOTT	2,400	2,400	98	D	4	QUINCY-HANNIBAL
SHELBY	8,900	8,500	96	D	4	SPRINGFIELD-DECATUR-CHAMPAIGN
ST CLAIR	96,100	93,800	98	A	4	ST. LOUIS
STARK	3,000	2,900	98	D	4	PEORIA
STEPHENSON	17,100	16,700	97	B	4	ROCKFORD
TAZEWELL	46,000	45,100	98	B	4	PEORIA
UNION	6,900	6,700	97	D	4	PADUCAH-CAPE GIRARDEAU-HARRISBURG
VERMILION	36,300	35,400	97	B	4	SPRINGFIELD-DECATUR-CHAMPAIGN
WABASH	5,500	5,300	96	D	4	EVANSVILLE
WARREN	7,700	7,500	98	D	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
WASHINGTON	6,000	5,700	96	D	4	ST. LOUIS
WAYNE	7,400	6,900	94	D	4	EVANSVILLE
WHITE	7,100	6,600	94	D	4	EVANSVILLE
WHITESIDE	22,400	21,900	98	C	4	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
WILL	105,300	103,600	98	A	4	CHICAGO
WILLIAMSON	22,100	21,300	96	C	4	PADUCAH-CAPE GIRARDEAU-HARRISBURG
WINNEBAGO	89,900	88,200	98	B	4	ROCKFORD
WOODFORD	11,700	11,300	97	B	4	PEORIA
STATE TOTAL	4,017,400	3,927,200	98			

INDIANA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	8,800	8,600	97	B	4	FT. WAYNE
ALLEN	100,600	98,600	98	B	4	FT. WAYNE
BARTHOLOMEW	21,300	20,800	98	C	4	INDIANAPOLIS
BENTON	3,500	3,400	97	D	4	INDIANAPOLIS
BLACKFORD	5,200	5,100	98	D	4	INDIANAPOLIS
BOONE	13,100	12,900	98	B	4	INDIANAPOLIS
BROWN	3,900	3,800	98	D	4	INDIANAPOLIS
CARROLL	6,600	6,500	98	D	4	INDIANAPOLIS
CASS	13,900	13,500	97	C	4	INDIANAPOLIS
CLARK	31,100	30,400	98	B	4	LOUISVILLE
CLAY	9,700	9,500	98	B	4	TERRE HAUTE
CLINTON	10,800	10,600	98	D	4	INDIANAPOLIS
CRAWFORD	3,500	3,300	94	D	4	LOUISVILLE
DAVIESS	8,900	8,500	96	D	4	TERRE HAUTE
DE KALB	10,200	10,000	98	B	4	FT. WAYNE
DEARBORN	11,700	11,500	98	A	4	CINCINNATI
DECATUR	8,500	8,300	97	D	4	INDIANAPOLIS
DELAWARE	42,000	41,200	98	C	4	INDIANAPOLIS
DUBOIS	10,100	9,700	96	D	4	EVANSVILLE
ELKHART	47,200	45,800	97	B	4	SOUTH BEND-ELKHART
FAYETTE	9,000	8,800	98	D	4	CINCINNATI
FLOYD	21,400	21,000	98	B	4	LOUISVILLE
FOUNTAIN	6,500	6,300	98	D	4	INDIANAPOLIS
FRANKLIN	6,200	6,000	96	D	4	CINCINNATI
FULTON	6,700	6,500	97	D	4	SOUTH BEND-ELKHART
GIBSON	11,700	11,300	97	B	4	EVANSVILLE
GRANT	28,200	27,500	97	C	4	INDIANAPOLIS
GREENE	10,800	10,500	97	D	4	TERRE HAUTE
HAMILTON	28,700	28,200	98	B	4	INDIANAPOLIS
HANCOCK	15,100	14,800	98	B	4	INDIANAPOLIS
HARRISON	8,600	8,300	97	D	4	LOUISVILLE
HENDRICKS	23,200	22,900	99	B	4	INDIANAPOLIS
HENRY	18,500	18,100	98	C	4	INDIANAPOLIS
HOWARD	31,300	30,700	98	C	4	INDIANAPOLIS
HUNTINGTON	12,100	11,900	98	B	4	FT. WAYNE
JACKSON	12,500	12,200	98	D	4	LOUISVILLE
JASPER	8,200	8,000	97	D	4	CHICAGO
JAY	8,100	7,800	97	D	4	INDIANAPOLIS
JEFFERSON	9,500	9,200	97	D	4	LOUISVILLE
JENNINGS	6,400	6,200	97	D	4	INDIANAPOLIS
JOHNSON	25,600	25,300	99	B	4	INDIANAPOLIS
KNOX	14,500	14,100	97	C	4	TERRE HAUTE
KOSCIUSKO	19,400	18,900	97	C	4	SOUTH BEND-ELKHART
LA GRANGE	7,600	7,100	94	D	4	SOUTH BEND-ELKHART
LA PORTE	35,200	34,600	98	C	4	CHICAGO
LAKE	175,000	171,900	98	A	4	CHICAGO
LAWRENCE	15,200	14,800	97	C	4	LOUISVILLE
MADISON	48,600	47,800	98	C	4	INDIANAPOLIS
MARION	271,700	266,500	98	B	4	INDIANAPOLIS
MARSHALL	13,800	13,400	97	B	4	SOUTH BEND-ELKHART
MARTIN	3,400	3,300	97	D	4	TERRE HAUTE
MIAMI	12,700	12,400	97	C	4	INDIANAPOLIS
MONROE	32,000	30,800	96	B	4	INDIANAPOLIS
MONTGOMERY	12,300	12,100	98	D	4	INDIANAPOLIS
MORGAN	16,800	16,500	98	B	4	INDIANAPOLIS
NEWTON	5,100	5,000	97	D	4	CHICAGO
NOBLE	11,400	11,100	97	D	4	FT. WAYNE
OHIO	1,700	1,700	98	D	4	CINCINNATI
ORANGE	6,500	6,300	96	D	4	LOUISVILLE
OWEN	5,200	5,100	97	D	4	INDIANAPOLIS
PARKE	5,900	5,800	98	D	4	TERRE HAUTE
PERRY	5,900	5,600	96	D	4	EVANSVILLE
PIKE	5,100	4,900	96	D	4	EVANSVILLE
PORTER	37,400	36,700	98	A	4	CHICAGO
POSEY	8,100	7,700	95	B	4	EVANSVILLE
PULASKI	4,800	4,600	96	D	4	SOUTH BEND-ELKHART
PUTNAM	9,800	9,600	98	D	4	INDIANAPOLIS
RANDOLPH	10,000	9,700	97	D	4	INDIANAPOLIS
RIPLEY	7,900	7,600	97	D	4	CINCINNATI
RUSH	6,900	6,800	98	D	4	INDIANAPOLIS
SCOTT	6,200	5,900	96	D	4	LOUISVILLE
SHELBY	14,700	14,000	98	B	4	INDIANAPOLIS
SPENCER	5,800	5,600	96	D	4	EVANSVILLE
ST JOSEPH	80,800	79,300	98	B	4	SOUTH BEND-ELKHART
STARKE	7,200	7,000	97	D	4	SOUTH BEND-ELKHART

INDIANA

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
STEUBEN	8,600	8,400	98	D	4	FT. WAYNE
SULLIVAN	7,600	7,400	97	B	4	TERRE HAUTE
SWITZERLAND	2,600	2,500	96	D	4	CINCINNATI
TIPPECANOE	37,800	36,500	97	C	4	LAFAYETTE, IN
TIPTON	5,400	5,300	98	D	4	INDIANAPOLIS
UNION	2,900	2,800	96	D	4	CINCINNATI
VANDERBURGH	57,400	55,800	97	B	4	EVANSVILLE
VERMILLION	6,500	6,400	98	B	4	TERRE HAUTE
VIGO	39,300	38,400	98	B	4	TERRE HAUTE
WABASH	12,800	12,300	96	C	4	FT. WAYNE
WARREN	2,600	2,500	96	D	4	INDIANAPOLIS
WARRICK	13,900	13,500	97	B	4	EVANSVILLE
WASHINGTON	7,200	6,900	96	D	4	LOUISVILLE
WAYNE	26,100	25,500	98	C	4	DAYTON
WELLS	8,400	8,200	97	B	4	FT. WAYNE
WHITE	8,200	8,000	97	D	4	INDIANAPOLIS
WHITLEY	9,000	8,800	98	D	4	FT. WAYNE
STATE TOTAL	1,859,300	1,816,900	98			

IOWA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAIR	4,100	4,000	98	D	6	DES MOINES
ADAMS	2,500	2,400	96	D	6	OMAHA
ALLAMAKEE	5,200	5,100	98	D	6	CEDAR RAPIDS-WATERLOO
APPANOOSE	6,000	5,800	97	D	6	DES MOINES
AUDUBON	3,400	3,300	98	D	6	DES MOINES
BENTON	8,600	8,500	99	B	6	CEDAR RAPIDS-WATERLOO
BLACK HAWK	46,600	46,000	99	B	6	CEDAR RAPIDS-WATERLOO
BOONE	9,700	9,600	98	D	6	DES MOINES
BREMER	8,500	8,300	98	D	6	CEDAR RAPIDS-WATERLOO
BUCHANAN	7,400	7,200	98	B	6	CEDAR RAPIDS-WATERLOO
BUENA VISTA	7,800	7,700	98	D	6	SIOUX CITY
BUTLER	6,400	6,200	97	D	6	CEDAR RAPIDS-WATERLOO
CALHOUN	4,900	4,800	98	D	6	DES MOINES
CARROLL	7,600	7,500	99	D	6	DES MOINES
CASS	6,500	6,400	98	D	6	OMAHA
CEDAR	6,400	6,300	98	D	6	CEDAR RAPIDS-WATERLOO
CERRO GORDO	17,400	17,100	98	C	6	ROCHESTER-MASON CITY-AUSTIN
CHEROKEE	5,800	5,700	98	D	6	SIOUX CITY
CHICKASAW	5,200	5,100	98	D	6	CEDAR RAPIDS-WATERLOO
CLARKE	3,500	3,400	98	D	6	DES MOINES
CLAY	7,300	7,100	97	D	6	SIOUX CITY
CLAYTON	7,500	7,300	97	D	6	CEDAR RAPIDS-WATERLOO
CLINTON	20,400	20,100	99	C	6	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
CRAWFORD	7,100	7,000	98	D	6	OMAHA
DALLAS	10,800	10,600	98	D	6	DES MOINES
DAVIS	3,500	3,400	98	D	6	OTTUMWA-KIRKSVILLE
DECATUR	3,400	3,200	95	D	6	DES MOINES
DELAWARE	6,400	6,300	98	D	6	CEDAR RAPIDS-WATERLOO
DES MOINES	17,000	16,700	98	C	6	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
DICKINSON	5,800	5,600	97	D	6	SIOUX CITY
DUBUQUE	28,500	27,800	97	C	6	DUBUQUE
EMMET	5,000	4,800	96	D	6	MANKATO
FAYETTE	9,200	9,000	98	D	6	CEDAR RAPIDS-WATERLOO
FLOYD	7,760	7,500	98	D	6	ROCHESTER-MASON CITY-AUSTIN
FRANKLIN	5,300	5,200	98	D	6	ROCHESTER-MASON CITY-AUSTIN
FREMONT	3,500	3,500	99	D	6	OMAHA
GREENE	4,700	4,600	99	D	6	DES MOINES
GRUNDY	5,400	5,300	99	D	6	CEDAR RAPIDS-WATERLOO
GUTHRIE	4,900	4,800	98	D	6	DES MOINES
HAMILTON	6,800	6,700	98	D	6	DES MOINES
HANCOCK	5,500	5,400	98	D	6	ROCHESTER-MASON CITY-AUSTIN
HARDIN	8,000	7,900	98	D	6	DES MOINES
HARRISON	5,900	5,800	98	D	6	OMAHA
HENRY	6,700	6,500	96	D	6	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
HOWARD	4,200	4,000	96	D	6	ROCHESTER-MASON CITY-AUSTIN

IOWA

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
HUMBOLDT	4,100	4,000	98	D	6	DES MOINES
IDA	3,400	3,300	98	D	6	SIOUX CITY
IOWA	5,100	5,000	98	D	6	CEDAR RAPIDS-WATERLOO
JACKSON	7,800	7,600	98	D	6	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
JASPER	13,500	13,300	98	C	6	DES MOINES
JEFFERSON	5,600	5,500	97	D	6	OTTUMWA-KIRKSVILLE
JOHNSON	28,400	27,500	97	C	6	CEDAR RAPIDS-WATERLOO
JONES	6,600	6,500	98	D	6	CEDAR RAPIDS-WATERLOO
KEOKUK	5,600	5,400	97	D	6	CEDAR RAPIDS-WATERLOO
KOSSUTH	8,100	8,000	98	D	6	ROCHESTER-MASON CITY-AUSTIN
LEE	15,300	15,000	98	C	6	QUINCY-HANNIBAL
LINN	59,100	58,300	99	B	6	CEDAR RAPIDS-WATERLOO
LOUISA	4,500	4,400	98	D	6	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
LUCAS	4,300	4,100	96	D	6	DES MOINES
LYON	4,400	4,300	97	D	6	SIOUX FALLS-MITCHELL
MADISON	5,400	5,300	99	D	6	DES MOINES
MAHASKA	8,500	8,300	97	D	6	DES MOINES
MARION	10,600	10,400	98	D	6	DES MOINES
MARSHALL	15,000	14,800	99	C	6	DES MOINES
MILLS	5,000	4,900	98	D	6	OMAHA
MITCHELL	4,200	4,100	98	D	6	ROCHESTER-MASON CITY-AUSTIN
MONONA	4,800	4,700	98	D	6	SIOUX CITY
MONROE	3,600	3,500	98	D	6	DES MOINES
MONTGOMERY	5,200	5,100	98	D	6	OMAHA
MUSCATINE	14,200	14,000	98	C	6	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
O BRIEN	6,300	6,200	98	D	6	SIOUX CITY
OSCEOLA	2,800	2,700	98	D	6	SIOUX FALLS-MITCHELL
PAGE	7,900	7,700	97	D	6	OMAHA
PALO ALTO	4,400	4,200	96	D	6	SIOUX CITY
PLYMOUTH	8,200	8,100	98	D	6	SIOUX CITY
POCAHONTAS	4,400	4,300	98	D	6	SIOUX CITY
POLK	110,100	108,500	99	B	6	DES MOINES
POTTAWATTAMIE	28,800	28,300	98	B	6	OMAHA
POWESHIEK	7,100	7,000	98	D	6	DES MOINES
RINGGOLD	2,800	2,700	98	D	6	DES MOINES
SAC	5,800	5,700	98	D	6	SIOUX CITY
SCOTT	54,300	53,500	99	B	6	DAVENPORT-ROCK IS-MOLINE (QUAD CITY)
SHELBY	5,100	5,000	98	D	6	OMAHA
SIOUX	10,000	9,600	96	D	6	SIOUX CITY
STORY	23,500	23,000	98	B	6	DES MOINES
TAMA	7,600	7,400	98	D	6	CEDAR RAPIDS-WATERLOO
TAYLOR	3,200	3,100	96	D	6	OMAHA
UNION	5,700	5,600	97	D	6	DES MOINES
VAN BUREN	3,400	3,300	97	D	6	OTTUMWA-KIRKSVILLE
WAPELLO	15,600	15,300	98	C	6	DES MOINES
WARREN	11,500	11,300	98	B	6	DES MOINES
WASHINGTON	6,800	6,600	97	D	6	CEDAR RAPIDS-WATERLOO
WAYNE	4,200	4,000	96	D	6	DES MOINES
WEBSTER	15,800	15,500	98	C	6	DES MOINES
WINNEBAGO	5,400	5,300	98	D	6	ROCHESTER-MASON CITY-AUSTIN
WINNESHIEK	6,600	6,400	97	D	6	CEDAR RAPIDS-WATERLOO
WOODBURY	36,300	35,700	98	C	6	SIOUX CITY
WORTH	3,600	3,500	98	D	6	ROCHESTER-MASON CITY-AUSTIN
WRIGHT	6,100	6,000	98	D	6	DES MOINES
STATE TOTAL	1,039,600	1,019,300	98			

KANSAS

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ALLEN	6,500	6,200	96	D	6	JOPLIN-PITTSBURG
ANDERSON	3,400	3,300	97	D	6	KANSAS CITY
ATCHISON	6,700	6,600	98	D	6	KANSAS CITY
BARBER	2,400	2,300	96	D	6	WICHITA-HUTCHINSON
BARTON	12,200	12,000	99	D	6	WICHITA-HUTCHINSON
BOURBON	7,400	7,200	97	D	6	JOPLIN-PITTSBURG
BROWN	5,100	5,000	97	D	6	KANSAS CITY
BUTLER	17,500	17,100	98	B	6	WICHITA-HUTCHINSON
CHASE	1,100	1,100	96	D	6	WICHITA-HUTCHINSON
CHAUTAUQUA	2,100	2,000	97	D	6	TULSA

KANSAS

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
CHEROKEE	8,800	8,600	98	D	6	JOPLIN-PITTSBURG
CHEYENNE	1,500	1,500	97	D	6	WICHITA-HUTCHINSON
CLARK	1,100	1,100	98	D	6	WICHITA-HUTCHINSON
CLAY	4,400	4,200	95	D	6	TOPEKA
CLOUD	5,200	5,000	95	D	6	LINCOLN-HASTINGS-KEARNEY
COFFEY	4,100	3,900	95	D	6	TOPEKA
COMANCHE	1,100	1,000	95	D	6	WICHITA-HUTCHINSON
COWLEY	14,300	13,900	97	D	6	WICHITA-HUTCHINSON
CRAWFORD	15,500	15,100	98	C	6	JOPLIN-PITTSBURG
DECATUR	2,100	2,000	97	D	6	WICHITA-HUTCHINSON
DICKINSON	8,000	7,800	97	D	6	WICHITA-HUTCHINSON
DONIPHAN	3,400	3,300	97	D	6	KANSAS CITY
DOUGLAS	23,600	22,900	97	C	6	KANSAS CITY
EDWARDS	1,800	1,800	97	D	6	WICHITA-HUTCHINSON
ELK	1,700	1,600	96	D	6	TULSA
ELLIS	9,500	9,300	98	D	6	WICHITA-HUTCHINSON
ELLSWORTH	2,400	2,300	96	D	6	WICHITA-HUTCHINSON
FINNEY	8,800	8,600	98	D	6	WICHITA-HUTCHINSON
FORD	9,200	9,000	98	D	6	WICHITA-HUTCHINSON
FRANKLIN	8,800	8,600	97	D	6	KANSAS CITY
GEARY	10,700	10,500	98	D	6	TOPEKA
GOVE	1,100	1,000	95	D	6	WICHITA-HUTCHINSON
GRAHAM	1,700	1,700	98	D	6	WICHITA-HUTCHINSON
GRANT	2,400	2,300	97	D	6	WICHITA-HUTCHINSON
GRAY	1,900	1,800	97	D	6	WICHITA-HUTCHINSON
GREELEY	700	700	97	D	6	WICHITA-HUTCHINSON
GREENWOOD	4,100	4,000	97	D	6	WICHITA-HUTCHINSON
HAMILTON	1,200	1,100	95	D	6	WICHITA-HUTCHINSON
HARPER	3,400	3,300	97	D	6	WICHITA-HUTCHINSON
HARVEY	10,900	10,600	97	D	6	WICHITA-HUTCHINSON
HASKELL	1,700	1,700	98	D	6	WICHITA-HUTCHINSON
HODGEMAN	900	900	96	D	6	WICHITA-HUTCHINSON
JACKSON	5,100	4,900	97	D	6	TOPEKA
JEFFERSON	5,200	5,000	97	D	6	KANSAS CITY
JEWELL	2,500	2,300	94	D	6	LINCOLN-HASTINGS-KEARNEY
JOHNSON	91,100	90,300	99	B	6	KANSAS CITY
KEARNY	1,100	1,100	98	D	6	WICHITA-HUTCHINSON
KINGMAN	4,000	3,900	98	D	6	WICHITA-HUTCHINSON
KIOWA	1,900	1,800	95	D	6	WICHITA-HUTCHINSON
LABETTE	11,000	10,700	97	D	6	JOPLIN-PITTSBURG
LANE	1,000	1,000	97	D	6	WICHITA-HUTCHINSON
LEAVENWORTH	18,200	17,900	98	C	6	KANSAS CITY
LINCOLN	1,800	1,700	95	D	6	WICHITA-HUTCHINSON
LINN	3,700	3,600	97	D	6	KANSAS CITY
LOGAN	1,400	1,300	95	D	6	WICHITA-HUTCHINSON
LYON	13,800	13,300	96	D	6	TOPEKA
MARION	5,300	5,100	96	D	6	WICHITA-HUTCHINSON
MARSHALL	5,600	5,400	96	D	6	TOPEKA
MC PHERSON	10,000	9,600	96	D	6	WICHITA-HUTCHINSON
MEADE	1,900	1,900	99	D	6	WICHITA-HUTCHINSON
MIAMI	7,900	7,800	98	B	6	KANSAS CITY
MITCHELL	3,500	3,300	96	D	6	WICHITA-HUTCHINSON
MONTGOMERY	17,400	16,800	97	C	6	TULSA
MORRIS	3,000	2,900	96	D	6	TOPEKA
MORTON	1,400	1,300	96	D	6	AMARILLO
NEMAHA	3,700	3,600	97	D	6	TOPEKA
NEOSHO	7,400	7,200	97	D	6	JOPLIN-PITTSBURG
NESS	2,200	2,100	97	D	6	WICHITA-HUTCHINSON
NORTON	2,700	2,600	97	D	6	WICHITA-HUTCHINSON
OSAGE	6,100	5,900	97	B	6	TOPEKA
OSBORNE	3,000	2,900	95	D	6	WICHITA-HUTCHINSON
OTTAWA	2,900	2,800	95	D	6	WICHITA-HUTCHINSON
PAWNEE	3,100	3,000	97	D	6	WICHITA-HUTCHINSON
PHILLIPS	3,200	3,000	95	D	6	LINCOLN-HASTINGS-KEARNEY
POTTAWATOMIE	5,800	5,600	97	D	6	TOPEKA
PRATT	4,000	3,900	98	D	6	WICHITA-HUTCHINSON
RAWLINS	1,500	1,400	97	D	6	WICHITA-HUTCHINSON
RENO	25,500	25,000	98	B	6	WICHITA-HUTCHINSON
REPUBLIC	3,400	3,300	96	D	6	LINCOLN-HASTINGS-KEARNEY
RICE	5,100	5,000	98	D	6	WICHITA-HUTCHINSON
RILEY	19,900	19,200	97	C	6	KANSAS CITY
ROOKS	2,900	2,800	98	D	6	WICHITA-HUTCHINSON
RUSH	2,000	1,900	97	D	6	WICHITA-HUTCHINSON
RUSSELL	3,800	3,700	97	D	6	WICHITA-HUTCHINSON
SALINE	17,900	17,500	98	C	6	WICHITA-HUTCHINSON

KANSAS

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
SCOTT	2,400	2,300	97	D	6	WICHITA-HUTCHINSON
SEDGWICK	127,300	125,200	98	B	6	WICHITA-HUTCHINSON
SEWARD	6,800	6,600	97	D	6	WICHITA-HUTCHINSON
SHAWNEE	58,900	57,800	98	B	6	TOPEKA
SHERIDAN	1,100	1,100	96	D	6	WICHITA-HUTCHINSON
SHERMAN	2,800	2,700	97	D	6	WICHITA-HUTCHINSON
SMITH	2,500	2,400	97	D	6	LINCOLN-HASTINGS-KEARNEY
STAFFORD	2,700	2,600	97	D	6	WICHITA-HUTCHINSON
STANTON	600	600	95	D	6	WICHITA-HUTCHINSON
STEVENS	1,700	1,600	95	D	6	WICHITA-HUTCHINSON
SUMNER	10,100	9,900	98	D	6	WICHITA-HUTCHINSON
THOMAS	3,300	3,200	96	D	6	WICHITA-HUTCHINSON
TREGO	1,700	1,600	96	D	6	WICHITA-HUTCHINSON
WABAUNSEE	3,000	2,900	96	D	6	TOPEKA
WALLACE	900	900	96	D	6	WICHITA-HUTCHINSON
WASHINGTON	3,900	3,700	96	D	6	LINCOLN-HASTINGS-KEARNEY
WICHITA	800	800	96	D	6	WICHITA-HUTCHINSON
WILSON	5,200	5,000	96	D	6	JOPLIN-PITTSBURG
WOODSON	1,800	1,700	95	D	6	JOPLIN-PITTSBURG
WYANDOTTE	65,200	64,100	98	B	6	KANSAS CITY
STATE TOTAL	887,000	865,900	98			

KENTUCKY

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAIR	5,300	5,100	96	D	5	BOWLING GREEN
ALLEN	4,900	4,800	98	D	5	NASHVILLE
ANDERSON	4,400	4,300	98	D	5	LEXINGTON
BALLARD	3,900	3,800	99	D	5	PADUCAH-CAPE GIRARDEAU-HARRISBURG
BARREN	11,000	10,800	98	D	5	NASHVILLE
BATH	3,500	3,400	96	D	5	LEXINGTON
BELL	11,000	10,700	97	D	5	KNOXVILLE
BOONE	13,200	13,100	99	A	5	CINCINNATI
BOURBON	7,500	7,400	98	B	5	LEXINGTON
BOYD	19,700	19,500	99	B	5	CHARLESTON-HUNTINGTON
BOYLE	8,700	8,500	98	D	5	LEXINGTON
BRACKEN	2,800	2,800	98	D	5	CINCINNATI
BREATHITT	5,100	4,800	94	D	5	CHARLESTON-HUNTINGTON
BRECKINRIDGE	5,600	5,500	98	D	5	LOUISVILLE
BULLITT	13,300	13,100	99	B	5	LOUISVILLE
BUTLER	4,000	3,900	97	D	5	NASHVILLE
CALDWELL	5,100	4,900	97	D	5	PADUCAH-CAPE GIRARDEAU-HARRISBURG
CALLOWAY	11,300	11,100	98	D	5	PADUCAH-CAPE GIRARDEAU-HARRISBURG
CAMPBELL	27,200	27,000	99	A	5	CINCINNATI
CARLISLE	2,600	2,600	99	D	5	PADUCAH-CAPE GIRARDEAU-HARRISBURG
CARROLL	3,400	3,300	98	D	5	CINCINNATI
CARTER	8,300	8,100	98	D	5	CHARLESTON-HUNTINGTON
CASEY	5,100	4,900	96	D	5	LEXINGTON
CHRISTIAN	22,000	21,600	98	C	5	NASHVILLE
CLARK	9,700	9,500	98	B	5	LEXINGTON
CLAY	6,400	6,100	95	D	5	LEXINGTON
CLINTON	2,800	2,700	96	D	5	NASHVILLE
CRITTENDEN	3,900	3,800	97	D	5	PADUCAH-CAPE GIRARDEAU-HARRISBURG
CUMBERLAND	2,500	2,400	96	D	5	NASHVILLE
DAVIESS	27,700	27,300	99	C	5	EVANSVILLE
EDMONSON	3,100	3,000	96	D	5	NASHVILLE
ELLIOTT	2,100	2,100	98	D	5	CHARLESTON-HUNTINGTON
ESTILL	4,900	4,600	95	D	5	LEXINGTON
FAYETTE	68,100	67,100	99	B	5	LEXINGTON
FLEMING	4,200	4,100	97	D	5	LEXINGTON
FLOYD	14,300	13,900	97	C	5	CHARLESTON-HUNTINGTON
FRANKLIN	14,700	14,500	98	C	5	LOUISVILLE
FULTON	3,500	3,400	98	D	5	PADUCAH-CAPE GIRARDEAU-HARRISBURG
GALLATIN	1,600	1,600	98	D	5	CINCINNATI
GARRARD	3,600	3,500	97	D	5	LEXINGTON

KENTUCKY

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
GRANT	5,000	4,900	98	D	5	CINCINNATI
GRAVES	13,100	12,900	98	D	5	PADUCAH-CAPE GIRARDEAU-HARRISBURG
GRAYSON	7,200	7,000	97	D	5	LOUISVILLE
GREEN	4,200	4,100	97	D	5	LOUISVILLE
GREENUP	12,300	12,100	99	B	5	CHARLESTON-HUNTINGTON
HANCOCK	2,600	2,500	97	D	5	EVANSVILLE
HARDIN	20,500	20,200	99	C	5	LOUISVILLE
HARLAN	13,800	13,400	97	C	5	KNOXVILLE
HARRISON	5,800	5,700	98	D	5	CINCINNATI
HART	5,800	5,700	98	D	5	LOUISVILLE
HENDERSON	14,000	13,800	98	B	5	EVANSVILLE
HENRY	4,700	4,600	98	D	5	LOUISVILLE
HICKMAN	2,000	2,000	98	D	5	PADUCAH-CAPE GIRARDEAU-HARRISBURG
HOPKINS	17,600	17,200	98	C	5	EVANSVILLE
JACKSON	3,100	2,900	94	D	5	LEXINGTON
JEFFERSON	240,000	238,000	99	B	5	LOUISVILLE
JESSAMINE	9,400	9,100	97	B	5	LEXINGTON
JOHNSON	8,100	7,900	97	D	5	CHARLESTON-HUNTINGTON
KENTON	43,800	43,500	99	A	5	CINCINNATI
KNOTT	5,500	5,200	95	D	5	CHARLESTON-HUNTINGTON
KNOX	9,900	9,500	96	D	5	KNOXVILLE
LARUE	4,500	4,400	98	D	5	LOUISVILLE
LAUREL	11,900	11,500	96	D	5	KNOXVILLE
LAWRENCE	4,800	4,700	98	D	5	CHARLESTON-HUNTINGTON
LEE	2,700	2,500	94	D	5	LEXINGTON
LESLIE	4,100	3,800	93	D	5	BRISTOL-KINGSPORT-JOHNSON CITY
LETCHER	9,000	8,600	96	D	5	BRISTOL-KINGSPORT-JOHNSON CITY
LEWIS	5,100	4,900	97	D	5	CINCINNATI
LINCOLN	6,500	6,300	97	D	5	LEXINGTON
LIVINGSTON	3,800	3,700	98	D	5	PADUCAH-CAPE GIRARDEAU-HARRISBURG
LOGAN	8,300	8,100	98	D	5	NASHVILLE
LYON	2,000	1,900	97	D	5	PADUCAH-CAPE GIRARDEAU-HARRISBURG
MADISON	16,100	15,600	97	C	5	LEXINGTON
MAGOFFIN	4,100	3,900	96	D	5	CHARLESTON-HUNTINGTON
MARION	5,100	5,000	98	D	5	LOUISVILLE
MARSHALL	9,400	9,300	99	D	5	PADUCAH-CAPE GIRARDEAU-HARRISBURG
MARTIN	3,900	3,700	96	D	5	CHARLESTON-HUNTINGTON
MASON	6,200	6,100	98	D	5	CINCINNATI
MC CRACKEN	23,900	23,600	99	C	5	PADUCAH-CAPE GIRARDEAU-HARRISBURG
MC CREARY	5,000	4,800	95	D	5	KNOXVILLE
MC LEAN	4,500	4,400	98	D	5	EVANSVILLE
MEADE	6,400	6,300	99	D	5	LOUISVILLE
MENIFEE	1,600	1,500	96	D	5	LEXINGTON
MERCER	6,600	6,500	98	D	5	LEXINGTON
METCALFE	3,400	3,300	97	D	5	NASHVILLE
MONROE	4,500	4,400	98	D	5	NASHVILLE
MONTGOMERY	6,600	6,400	96	D	5	LEXINGTON
MORGAN	3,800	3,700	96	D	5	CHARLESTON-HUNTINGTON
MUHLENBERG	12,400	12,200	98	D	5	NASHVILLE
NELSON	8,100	8,000	98	D	5	LOUISVILLE
NICHOLAS	2,600	2,500	97	D	5	LEXINGTON
OHIO	8,300	8,100	98	D	5	EVANSVILLE
OLDHAM	8,400	8,300	99	B	5	LOUISVILLE
OWEN	3,500	3,400	97	D	5	CINCINNATI
OWSLEY	1,700	1,600	93	D	5	LEXINGTON
PENDLETON	3,900	3,900	99	D	5	CINCINNATI
PERRY	9,100	8,700	96	D	5	LEXINGTON
PIKE	23,400	22,800	97	C	5	CHARLESTON-HUNTINGTON
POWELL	3,200	3,000	94	D	5	LEXINGTON
PULASKI	16,600	15,900	96	C	5	LEXINGTON
ROBERTSON	600	600	98	D	5	CINCINNATI
ROCKCASTLE	4,300	4,100	95	D	5	LEXINGTON
ROWAN	4,700	4,600	97	D	5	LEXINGTON
RUSSELL	4,400	4,200	97	D	5	LEXINGTON
SCOTT	7,400	7,200	98	B	5	LEXINGTON
SHELBY	7,900	7,800	99	D	5	LOUISVILLE
SIMPSON	6,000	5,900	98	D	5	NASHVILLE
SPENCER	2,200	2,200	99	D	5	LOUISVILLE
TAYLOR	6,800	6,600	97	D	5	LOUISVILLE
TODD	4,700	4,600	98	D	5	NASHVILLE
TRIGG	3,700	3,600	98	D	5	NASHVILLE
TRIMBLE	2,200	2,200	98	D	5	LOUISVILLE
UNION	5,800	5,700	98	D	5	EVANSVILLE
WARREN	22,400	22,000	98	C	5	BOWLING GREEN
WASHINGTON	3,400	3,300	98	D	5	LOUISVILLE

KENTUCKY CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
WAYNE	5,800	5,500	94	D	5	KNOXVILLE
WEBSTER	6,100	5,900	97	D	5	EVANSVILLE
WHITLEY	11,400	11,100	97	D	5	KNOXVILLE
WOLFE	2,200	2,100	95	D	5	LEXINGTON
WOODFORD	6,200	6,100	98	B	5	LEXINGTON
STATE TOTAL	1,223,600	1,199,400	98			

LOUISIANA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ACADIA	17,300	16,800	97	C	7	LAFAYETTE, LA
ALLEN	6,400	6,100	96	D	7	LAFAYETTE, LA
ASCENSION	14,600	14,000	96	B	7	BATON ROUGE
ASSUMPTION	6,100	5,800	96	D	7	BATON ROUGE
AVOYELLES	13,000	12,500	96	C	7	ALEXANDRIA, LA
BEAUREGARD	9,300	8,900	95	D	7	LAKE CHARLES
BIENVILLE	6,100	5,800	96	D	7	SHREVEPORT-TEXARKANA
BOSSIER	23,200	22,700	98	B	7	SHREVEPORT-TEXARKANA
CADDO	85,200	83,300	98	B	7	SHREVEPORT-TEXARKANA
CALCASIEU	54,500	53,500	98	B	7	LAKE CHARLES
CALDWELL	3,400	3,200	95	D	7	MONROE-EL DORADO
CAMERON	3,100	3,000	97	D	7	LAKE CHARLES
CATAHOULA	3,700	3,500	93	D	7	MONROE-EL DORADO
CLAIBORNE	5,700	5,400	95	D	7	SHREVEPORT-TEXARKANA
CONCORDIA	6,400	6,000	94	D	7	MONROE-EL DORADO
DE SOTO	7,500	7,100	95	D	7	SHREVEPORT-TEXARKANA
EAST BATON ROUGE	117,900	115,700	98	B	7	BATON ROUGE
EAST CARROLL	3,400	3,200	94	D	7	MONROE-EL DORADO
EAST FELICIANA	3,900	3,700	94	D	7	BATON ROUGE
EVANGELINE	10,900	10,300	95	D	7	LAFAYETTE, LA
FRANKLIN	7,600	7,300	96	D	7	MONROE-EL DORADO
GRANT	5,200	5,000	96	D	7	ALEXANDRIA, LA
IBERIA	21,600	21,100	98	C	7	LAFAYETTE, LA
IBERVILLE	9,000	8,700	96	D	7	BATON ROUGE
JACKSON	5,900	5,700	97	D	7	MONROE-EL DORADO
JEFFERSON	143,200	141,500	99	B	7	NEW ORLEANS
JEFFERSON DAVIS	10,000	9,700	97	D	7	LAFAYETTE, LA
LA SALLE	5,600	5,400	96	D	7	MONROE-EL DORADO
LAFAYETTE	45,100	44,100	98	C	7	LAFAYETTE, LA
LAFOURCHE	22,000	21,500	98	C	7	NEW ORLEANS
LINCOLN	11,500	11,200	98	C	7	MONROE-EL DORADO
LIVINGSTON	16,600	16,000	96	B	7	BATON ROUGE
MADISON	4,500	4,200	94	D	7	MONROE-EL DORADO
MOREHOUSE	10,900	10,500	96	D	7	MONROE-EL DORADO
NATCHITOCHES	11,000	10,300	94	D	7	SHREVEPORT-TEXARKANA
ORLEANS	208,600	204,300	98	B	7	NEW ORLEANS
OUACHITA	46,200	45,200	98	B	7	MONROE-EL DORADO
PLAQUEMINES	7,400	7,200	98	D	7	NEW ORLEANS
POINTE COUPEE	6,500	6,200	96	D	7	BATON ROUGE
RAPIDES	38,500	37,600	98	C	7	ALEXANDRIA, LA
RED RIVER	3,100	2,900	94	D	7	SHREVEPORT-TEXARKANA
RICHLAND	6,500	6,200	96	D	7	MONROE-EL DORADO
SABINE	6,500	6,100	93	D	7	SHREVEPORT-TEXARKANA
ST BERNARD	21,000	20,900	99	B	7	NEW ORLEANS
ST CHARLES	10,500	10,300	98	D	7	NEW ORLEANS
ST HELENA	2,700	2,500	94	D	7	BATON ROUGE
ST JAMES	4,900	4,700	97	D	7	NEW ORLEANS
ST JOHN THE BAPTIST	7,900	7,600	97	D	7	NEW ORLEANS
ST LANDRY	25,200	24,100	95	C	7	LAFAYETTE, LA
ST MARTIN	10,800	10,500	97	C	7	LAFAYETTE, LA
ST MARY	17,900	17,500	98	C	7	BATON ROUGE
ST TAMMANY	34,600	33,800	98	B	7	NEW ORLEANS
TANGIPAHOA	24,300	23,400	96	C	7	NEW ORLEANS
TENSAS	2,400	2,200	94	D	7	MONROE-EL DORADO
TERREBONNE	26,500	25,800	98	C	7	NEW ORLEANS

LOUISIANA CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
UNION	6,400	6,200	97	B	7	MONROE-EL DORADO
VERMILION	15,600	15,200	97	C	7	LAFAYETTE, LA
VERNON	11,100	10,600	95	C	7	ALEXANDRIA, LA
WASHINGTON	14,600	14,000	96	C	7	NEW ORLEANS
WEBSTER	14,900	14,400	97	B	7	SHREVEPORT-TEXARKANA
WEST BATON ROUGE	5,700	5,500	97	B	7	BATON ROUGE
WEST CARROLL	4,300	4,100	96	D	7	MONROE-EL DORADO
WEST FELICIANA	1,900	1,800	95	D	7	BATON ROUGE
WINN	6,000	5,700	95	D	7	MONROE-EL DORADO
STATE TOTAL	1,323,800	1,289,200	97			

MAINE

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ANDROSCOGGIN	34,200	33,300	97	B	1	PORTLAND-POLAND SPRING
AROOSTOOK	30,300	28,900	95	C	1	PRESQUE ISLE
CUMBERLAND	74,000	72,000	97	B	1	PORTLAND-POLAND SPRING
FRANKLIN	8,900	8,400	94	D	1	PORTLAND-POLAND SPRING
HANCOCK	15,300	14,800	97	C	1	BANGOR
KENNEBEC	36,100	34,800	96	C	1	PORTLAND-POLAND SPRING
KNOX	12,400	11,800	95	D	1	BANGOR
LINCOLN	9,600	9,200	96	D	1	PORTLAND-POLAND SPRING
OXFORD	17,100	16,600	97	C	1	PORTLAND-POLAND SPRING
PENOBSCOT	46,700	45,200	97	C	1	BANGOR
PISCATAQUIS	6,700	6,500	96	D	1	BANGOR
SAGADAHOC	9,800	9,400	96	D	1	PORTLAND-POLAND SPRING
SOMERSET	16,400	15,800	96	C	1	BANGOR
WALDO	10,000	9,600	96	D	1	BANGOR
WASHINGTON	12,300	11,700	95	D	1	BANGOR
YORK	46,300	45,200	98	C	1	PORTLAND-POLAND SPRING
STATE TOTAL	386,100	373,200	97			

MARYLAND

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ALLEGANY	30,600	30,000	98	C	3	WASHINGTON, DC
ANNE ARUNDEL	124,000	122,700	99	A	3	BALTIMORE
BALTIMORE	229,500	227,200	99	A	3	BALTIMORE
BALTIMORE CITY	276,000	273,100	99	A	3	BALTIMORE
CALVERT	10,700	10,400	97	D	3	WASHINGTON, DC
CAROLINE	9,100	8,800	97	D	3	BALTIMORE
CARROLL	32,500	32,100	99	A	3	BALTIMORE
CECIL	18,400	18,200	99	C	3	BALTIMORE
CHARLES	21,800	21,300	98	A	3	WASHINGTON, DC
DORCHESTER	11,700	11,400	97	D	3	BALTIMORE
FREDERICK	36,900	36,400	99	C	3	WASHINGTON, DC
GARRETT	9,500	9,200	96	D	3	PITTSBURGH
HARFORD	51,100	50,500	99	A	3	BALTIMORE
HOWARD	41,400	40,900	99	A	3	BALTIMORE
KENT	6,100	6,000	98	D	3	BALTIMORE
MONTGOMERY	209,000	203,300	99	A	3	WASHINGTON, DC
PRINCE GEORGES	223,400	221,700	99	A	3	WASHINGTON, DC
QUEEN ANNES	8,400	8,200	98	D	3	BALTIMORE
SOMERSET	6,500	6,300	96	D	3	SALISBURY
ST MARYS	17,300	17,000	98	C	3	WASHINGTON, DC
TALBOT	11,200	11,000	98	D	3	BALTIMORE
WASHINGTON	40,500	39,800	98	C	3	WASHINGTON, DC
WICOMICO	22,900	22,400	98	C	3	SALISBURY
WORCESTER	10,300	9,900	96	D	3	SALISBURY
STATE TOTAL	1,454,800	1,437,800	99			

MASSACHUSETTS

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BARNSTABLE	59,000	57,100	97	C	1	BOSTON
BERKSHIRE	51,200	49,600	97	C	1	ALBANY-SCHENECTADY-TROY
BRISTOL	173,100	169,600	98	B	1	PROVIDENCE-NEW BEDFORD
DUKES	4,300	4,000	93	D	1	PROVIDENCE-NEW BEDFORD
ESSEX	230,300	225,700	98	A	1	BOSTON
FRANKLIN	25,100	23,800	95	C	1	SPRINGFIELD, MA
HAMPDEN	164,400	160,000	97	B	1	SPRINGFIELD, MA
HAMPSHIRE	41,500	39,900	96	B	1	SPRINGFIELD, MA
MIDDLESEX	475,100	465,400	98	A	1	BOSTON
NANTUCKET	2,100	2,000	95	D	1	BOSTON
NORFOLK	212,300	208,700	98	A	1	BOSTON
PLYMOUTH	139,300	136,200	98	B	1	BOSTON
SUFFOLK	261,800	251,000	96	A	1	BOSTON
WORCESTER	224,900	219,400	98	B	1	BOSTON
STATE TOTAL	2,064,400	2,012,400	97			

MICHIGAN

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ALCONA	4,000	3,800	95	D	4	ALPENA
ALGER	3,600	3,500	97	D	4	GREEN BAY
ALLEGAN	25,700	25,200	98	B	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
ALPENA	11,600	11,000	95	D	4	ALPENA
ANTRIM	6,000	5,800	97	D	4	TRAVERSE CITY-CADILLAC
ARENAC	4,900	4,800	97	D	4	FLINT-SAGINAW-BAY CITY
BARAGA	3,000	2,900	97	D	4	MARQUETTE
BARRY	15,100	14,800	98	B	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
BAY	40,000	39,400	98	B	4	FLINT-SAGINAW-BAY CITY
BENZIE	3,900	3,800	96	D	4	TRAVERSE CITY-CADILLAC
BERRIEN	60,700	59,300	98	B	4	SOUTH BEND-ELKHART
BRANCH	13,700	13,400	98	C	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
CALHOUN	51,500	50,700	98	B	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
CASS	16,100	15,800	98	C	4	SOUTH BEND-ELKHART
CHARLEVOIX	6,800	6,600	97	D	4	TRAVERSE CITY-CADILLAC
CHEBOYGAN	7,000	6,700	95	D	4	TRAVERSE CITY-CADILLAC
CHIPPEWA	10,600	10,200	97	D	4	TRAVERSE CITY-CADILLAC
CLARE	9,600	9,300	97	D	4	FLINT-SAGINAW-BAY CITY
CLINTON	18,800	18,500	99	B	4	LANSING
CRAWFORD	3,300	3,200	96	D	4	TRAVERSE CITY-CADILLAC
DELTA	14,800	14,300	97	C	4	GREEN BAY
DICKINSON	10,500	10,300	98	D	4	GREEN BAY
EATON	30,200	29,700	98	B	4	LANSING
EMMET	7,200	6,900	96	D	4	TRAVERSE CITY-CADILLAC
GENESEE	160,100	157,900	99	B	4	FLINT-SAGINAW-BAY CITY
GLADWIN	6,700	6,500	97	D	4	FLINT-SAGINAW-BAY CITY
GOGEBIC	8,100	7,800	97	D	4	DULUTH-SUPERIOR
GRAND TRAVERSE	16,200	15,700	97	C	4	TRAVERSE CITY-CADILLAC
GRATIOT	13,600	13,300	98	C	4	FLINT-SAGINAW-BAY CITY
HILLSDALE	15,500	15,000	97	C	4	LANSING
HOUGHTON	13,600	13,000	95	D	4	MARQUETTE
HURON	12,600	12,200	97	C	4	FLINT-SAGINAW-BAY CITY
INGHAM	96,400	94,600	98	B	4	LANSING
IONIA	16,600	16,400	99	C	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
IOSCO	10,700	10,500	98	D	4	FLINT-SAGINAW-BAY CITY
IRON	6,500	6,300	97	D	4	MARQUETTE
ISABELLA	16,000	15,600	97	C	4	FLINT-SAGINAW-BAY CITY
JACKSON	53,200	52,400	98	B	4	LANSING
KALAMAZOO	73,500	72,100	98	B	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
KALKASKA	4,300	4,100	96	D	4	TRAVERSE CITY-CADILLAC
KENT	152,700	149,400	98	B	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
KEWEENAW	1,200	1,200	97	D	4	MARQUETTE
LAKE	2,700	2,600	95	D	4	TRAVERSE CITY-CADILLAC
LAPEER	22,200	21,900	98	A	4	DETROIT
LEELANAU	5,100	4,900	97	D	4	TRAVERSE CITY-CADILLAC
LENAWEE	29,700	29,100	98	C	4	TOLEDO
LIVINGSTON	31,200	30,800	99	A	4	DETROIT
LUCE	2,200	2,100	95	D	4	TRAVERSE CITY-CADILLAC
MACKINAC	4,400	4,200	96	D	4	TRAVERSE CITY-CADILLAC
MACOMB	229,700	227,900	99	A	4	DETROIT

MICHIGAN

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
MANISTEE	8,900	8,700	97	D	4	TRAVERSE CITY-CADILLAC
MARQUETTE	24,300	23,900	98	C	4	MARQUETTE
MASON	9,200	8,800	95	D	4	TRAVERSE CITY-CADILLAC
MECOSTA	11,700	11,400	97	D	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
MENOMINEE	10,000	9,800	98	D	4	GREEN BAY
MIDLAND	23,700	23,400	99	C	4	FLINT-SAGINAW-BAY CITY
MISSAUKEE	3,900	3,700	95	D	4	TRAVERSE CITY-CADILLAC
MONROE	44,200	43,600	99	C	4	DETROIT
MONTCALM	16,800	16,400	98	C	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
MONTMORENCY	3,100	2,900	94	D	4	TRAVERSE CITY-CADILLAC
MUSKEGON	54,800	53,800	98	C	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
NEWAYGO	11,500	11,200	97	D	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
OAKLAND	338,600	335,600	99	A	4	DETROIT
OCEANA	7,700	7,400	96	D	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
OGEMAW	6,700	6,500	97	D	4	FLINT-SAGINAW-BAY CITY
ONTONAGON	4,200	4,000	94	D	4	MARQUETTE
OSCEOLA	7,100	6,900	97	D	4	TRAVERSE CITY-CADILLAC
OSCODA	3,000	2,800	93	D	4	TRAVERSE CITY-CADILLAC
OTSEGO	5,000	4,900	97	D	4	TRAVERSE CITY-CADILLAC
OTTAWA	48,800	47,800	98	B	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
PRESQUE ISLE	4,800	4,500	94	D	4	TRAVERSE CITY-CADILLAC
ROSCOMMON	6,900	6,800	98	D	4	TRAVERSE CITY-CADILLAC
SAGINAW	75,500	74,300	98	B	4	FLINT-SAGINAW-BAY CITY
SANILAC	15,000	14,600	97	C	4	FLINT-SAGINAW-BAY CITY
SCHOOLCRAFT	3,300	3,100	95	D	4	GREEN BAY
SHIAWASSEE	24,900	24,400	98	B	4	FLINT-SAGINAW-BAY CITY
ST CLAIR	48,200	47,300	98	A	4	DETROIT
ST JOSEPH	20,300	19,900	98	C	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
TUSCOLA	18,100	17,700	98	C	4	FLINT-SAGINAW-BAY CITY
VAN BUREN	23,000	22,600	98	B	4	GRAND RAPIDS-KALAMAZOO-BATTLE CREEK
WASHTENAW	89,300	86,600	97	B	4	DETROIT
WAYNE	825,200	812,500	98	A	4	DETROIT
WEXFORD	8,400	8,200	98	C	4	TRAVERSE CITY-CADILLAC
STATE TOTAL	3,189,400	3,133,400	98			

MINNESOTA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
AITKIN	5,700	5,500	97	D	6	DULUTH-SUPERIOR
ANOKA	64,200	63,800	99	A	6	MINNEAPOLIS-ST. PAUL
BECKER	10,900	10,500	96	D	6	FARGO
BELTRAMI	10,600	9,800	92	D	6	ALEXANDRIA, MN
BENTON	7,300	7,100	98	D	6	MINNEAPOLIS-ST. PAUL
BIG STONE	2,800	2,700	97	D	6	SIOUX FALLS-MITCHELL
BLUE EARTH	16,500	16,100	97	C	6	MANKATO
BROWN	10,500	10,200	97	D	6	MINNEAPOLIS-ST. PAUL
CARLTON	10,500	10,300	98	B	6	DULUTH-SUPERIOR
CARVER	12,400	12,200	99	A	6	MINNEAPOLIS-ST. PAUL
CASS	8,000	7,400	93	D	6	ALEXANDRIA, MN
CHIPPEWA	6,500	6,300	96	D	6	MINNEAPOLIS-ST. PAUL
CHISAGO	9,400	9,200	98	A	6	MINNEAPOLIS-ST. PAUL
CLAY	16,100	15,900	99	C	6	FARGO
CLEARWATER	3,300	3,100	93	D	6	FARGO
COOK	1,500	1,400	96	D	6	DULUTH-SUPERIOR
COTTONWOOD	5,800	5,400	93	D	6	MANKATO
CROW WING	15,800	15,200	96	C	6	ALEXANDRIA, MN
DAKOTA	64,400	63,700	99	A	6	MINNEAPOLIS-ST. PAUL
DODGE	4,700	4,600	97	D	6	ROCHESTER-MASON CITY-AUSTIN
DOUGLAS	9,700	9,400	97	D	6	ALEXANDRIA, MN
FARIBAULT	7,500	7,300	98	D	6	ROCHESTER-MASON CITY-AUSTIN
FILLMORE	8,100	7,900	98	D	6	ROCHESTER-MASON CITY-AUSTIN
FREEBORN	13,800	13,500	98	C	6	ROCHESTER-MASON CITY-AUSTIN
GOODHUE	14,200	13,900	98	C	6	MINNEAPOLIS-ST. PAUL
GRANT	2,400	2,400	98	D	6	ALEXANDRIA, MN
HENNEPIN	339,700	334,200	98	A	6	MINNEAPOLIS-ST. PAUL
HOUSTON	6,100	6,000	98	D	6	LA CROSSE-EAU CLAIRE
HUBBARD	5,000	4,600	92	D	6	ALEXANDRIA, MN
ISANTI	7,600	7,400	97	D	6	MINNEAPOLIS-ST. PAUL

MINNESOTA CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ITASCA	14,800	14,300	97	C	6	DULUTH-SUPERIOR
JACKSON	5,200	5,000	97	D	6	SIOUX FALLS-MITCHELL
KANABEC	4,800	4,600	97	D	6	MINNEAPOLIS-ST. PAUL
KANDIYOHI	12,600	12,100	96	D	6	MINNEAPOLIS-ST. PAUL
KITTSON	2,600	2,400	94	D	6	FARGO
KOOCHICHING	6,600	6,200	94	D	6	DULUTH-SUPERIOR
LAC QUI PARLE	4,100	4,000	97	D	6	ALEXANDRIA, MN
LAKE	4,600	4,500	98	D	6	DULUTH-SUPERIOR
LAKE OF THE WOODS	1,300	1,100	87	D	6	FARGO
LE SUEUR	8,100	7,900	98	D	6	MINNEAPOLIS-ST. PAUL
LINCOLN	3,000	2,900	97	D	6	SIOUX FALLS-MITCHELL
LYON	8,300	8,000	96	D	6	MINNEAPOLIS-ST. PAUL
MAHNOMEN	2,000	1,900	96	D	6	FARGO
MARSHALL	5,200	5,000	96	D	6	FARGO
MARTIN	9,300	9,100	98	D	6	MANKATO
MC LEOD	10,800	10,600	98	D	6	MINNEAPOLIS-ST. PAUL
MEEKER	7,900	7,700	97	D	6	MINNEAPOLIS-ST. PAUL
MILLE LACS	6,800	6,600	97	D	6	MINNEAPOLIS-ST. PAUL
MORRISON	9,000	8,600	96	D	6	MINNEAPOLIS-ST. PAUL
MOWER	13,600	13,400	98	C	6	ROCHESTER-MASON CITY-AUSTIN
MURRAY	4,400	4,300	98	D	6	SIOUX FALLS-MITCHELL
NICOLLET	8,200	8,000	98	D	6	MINNEAPOLIS-ST. PAUL
NOBLES	7,900	7,800	98	D	6	SIOUX FALLS-MITCHELL
NORMAN	3,800	3,700	96	D	6	FARGO
OLMSTED	32,100	31,600	98	C	6	ROCHESTER-MASON CITY-AUSTIN
OTTER TAIL	19,400	18,700	96	C	6	FARGO
PENNINGTON	5,500	5,200	95	D	6	FARGO
PINE	6,900	6,600	96	D	6	MINNEAPOLIS-ST. PAUL
PIPESTONE	4,400	4,300	98	D	6	SIOUX FALLS-MITCHELL
POLK	12,600	12,200	97	D	6	FARGO
POPE	4,200	4,000	95	D	6	ALEXANDRIA, MN
RAMSEY	160,200	157,800	99	A	6	MINNEAPOLIS-ST. PAUL
RED LAKE	1,600	1,500	97	D	6	FARGO
REDWOOD	7,100	6,800	95	D	6	MINNEAPOLIS-ST. PAUL
RENVILLE	7,400	7,100	96	D	6	MINNEAPOLIS-ST. PAUL
RICE	14,300	14,000	98	C	6	MINNEAPOLIS-ST. PAUL
ROCK	4,200	4,100	99	D	6	SIOUX FALLS-MITCHELL
ROSEAU	4,300	3,900	90	D	6	FARGO
SCOTT	14,300	14,200	99	A	6	MINNEAPOLIS-ST. PAUL
SHERBURNE	10,500	10,300	98	D	6	MINNEAPOLIS-ST. PAUL
SIBLEY	5,300	5,200	98	D	6	MINNEAPOLIS-ST. PAUL
ST LOUIS	81,800	80,100	98	B	6	DULUTH-SUPERIOR
STEARNS	31,100	30,300	97	C	6	MINNEAPOLIS-ST. PAUL
STEELE	11,600	11,400	98	D	6	MINNEAPOLIS-ST. PAUL
STEVENS	3,600	3,500	97	D	6	ALEXANDRIA, MN
SWIFT	4,500	4,300	97	D	6	ALEXANDRIA, MN
TODD	8,700	8,300	95	D	6	ALEXANDRIA, MN
TRAVERSE	2,200	2,100	97	D	6	ALEXANDRIA, MN
WABASHA	7,200	7,000	98	D	6	MINNEAPOLIS-ST. PAUL
WADENA	5,000	4,700	94	D	6	ALEXANDRIA, MN
WASECA	6,500	6,400	98	D	6	MINNEAPOLIS-ST. PAUL
WASHINGTON	36,500	36,100	99	A	6	MINNEAPOLIS-ST. PAUL
WATONWAN	4,700	4,500	97	D	6	MINNEAPOLIS-ST. PAUL
WILKIN	2,600	2,600	98	D	6	FARGO
WINONA	15,900	15,400	97	C	6	LA CROSSE-EAU CLAIRE
WRIGHT	18,000	17,600	98	A	6	MINNEAPOLIS-ST. PAUL
YELLOW MEDICINE	5,000	4,700	94	D	6	MINNEAPOLIS-ST. PAUL
STATE TOTAL	1,425,100	1,393,200	98			

MISSISSIPPI

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	12,500	12,100	97	C	5	JACKSON, MS
ALCORN	12,000	11,700	97	D	5	MEMPHIS
AMITE	3,800	3,600	96	D	5	BATON ROUGE
ATTALA	6,900	6,600	96	D	5	JACKSON, MS
BENTON	2,400	2,300	97	D	5	MEMPHIS
BOLIVAR	13,000	12,900	95	C	5	GREENWOOD-GREEN[illegible]LE
CALHOUN	5,400	5,200	97	D	5	COLUMBUS-TUPELO
CARROLL	2,600	2,400	94	D	5	GREENWOOD-GREE[illegible]
CHICKASAW	5,900	5,700	96	D	5	COLUMBUS-TUPELO
CHOCTAW	2,900	2,800	96	D	5	COLUMBUS-TUPELO
CLAIBORNE	3,500	3,300	95	D	5	JACKSON, MS
CLARKE	5,700	5,500	97	D	5	MERIDIAN
CLAY	6,600	6,400	97	D	5	COLUMBUS-TUPELO
COAHOMA	12,100	11,600	95	C	5	MEMPHIS
COPIAH	8,500	8,200	97	D	5	JACKSON, MS
COVINGTON	4,700	4,500	97	D	5	LAUREL-HATTIESBURG
DE SOTO	16,000	15,400	96	B	5	MEMPHIS
FORREST	22,000	21,600	98	C	5	LAUREL-HATTIESBURG
FRANKLIN	3,000	2,900	96	D	5	JACKSON, MS
GEORGE	4,900	4,800	98	D	5	MOBILE-PENSACOLA
GREENE	3,400	3,300	96	D	5	MOBILE-PENSACOLA
GRENADA	7,200	6,900	96	D	5	MEMPHIS
HANCOCK	6,600	6,400	98	D	5	NEW ORLEANS
HARRISON	48,000	47,300	99	C	5	BILOXI-GULFPORT-PASCAGOULA
HINDS	80,200	79,000	98	B	5	JACKSON, MS
HOLMES	6,600	6,300	95	D	5	JACKSON, MS
HUMPHREYS	4,100	3,900	96	D	5	JACKSON, MS
ISSAQUENA	700	700	95	D	5	JACKSON, MS
ITAWAMBA	6,300	6,100	97	D	5	COLUMBUS-TUPELO
JACKSON	37,900	37,300	98	C	5	MOBILE-PENSACOLA
JASPER	5,200	5,100	97	D	5	LAUREL-HATTIESBURG
JEFFERSON	2,700	2,500	94	D	5	JACKSON, MS
JEFFERSON DAVIS	4,100	3,900	96	D	5	JACKSON, MS
JONES	21,100	20,700	98	C	5	LAUREL-HATTIESBURG
KEMPER	2,900	2,800	96	D	5	MERIDIAN
LAFAYETTE	9,000	8,700	97	D	5	MEMPHIS
LAMAR	6,700	6,500	97	D	5	LAUREL-HATTIESBURG
LAUDERDALE	24,900	24,500	98	C	5	MERIDIAN
LAWRENCE	4,000	3,800	96	D	5	JACKSON, MS
LEAKE	6,200	6,000	97	D	5	JACKSON, MS
LEE	19,800	19,300	98	C	5	COLUMBUS-TUPELO
LEFLORE	12,900	12,400	96	C	5	GREENWOOD-GREENVILLE
LINCOLN	9,200	8,900	97	D	5	JACKSON, MS
LOWNDES	17,300	16,900	98	C	5	COLUMBUS-TUPELO
MADISON	9,900	9,500	96	D	5	JACKSON, MS
MARION	7,900	7,600	96	D	5	LAUREL-HATTIESBURG
MARSHALL	7,000	6,700	96	D	5	MEMPHIS
MONROE	11,900	11,600	97	D	5	COLUMBUS-TUPELO
MONTGOMERY	3,700	3,500	95	D	5	COLUMBUS-TUPELO
NESHOBA	7,800	7,600	97	D	5	MERIDIAN
NEWTON	6,400	6,200	97	D	5	MERIDIAN
NOXUBEE	4,100	3,900	95	D	5	COLUMBUS-TUPELO
OKTIBBEHA	10,300	9,900	96	D	5	COLUMBUS-TUPELO
PANOLA	8,800	8,500	97	D	5	MEMPHIS
PEARL RIVER	9,900	9,700	98	D	5	NEW ORLEANS
PERRY	3,300	3,200	97	D	5	LAUREL-HATTIESBURG
PIKE	12,200	11,800	97	D	5	JACKSON, MS
PONTOTOC	7,300	7,100	97	D	5	MEMPHIS
PRENTISS	7,600	7,400	97	D	5	COLUMBUS-TUPELO
QUITMAN	4,100	3,900	96	D	5	MEMPHIS
RANKIN	19,600	19,100	98	B	5	JACKSON, MS
SCOTT	7,300	7,100	97	D	5	JACKSON, MS
SHARKEY	2,400	2,300	96	D	5	JACKSON, MS
SIMPSON	7,000	6,800	98	D	5	JACKSON, MS
SMITH	5,100	4,900	97	D	5	JACKSON, MS
STONE	2,400	2,300	97	D	5	BILOXI-GULFPORT-PASCAGOULA
SUNFLOWER	9,500	9,000	95	D	5	GREENWOOD-GREENVILLE
TALLAHATCHIE	5,300	5,200	95	D	5	GREENWOOD-GREENVILLE
TATE	6,000	5,800	97	D	5	MEMPHIS
TIPPAH	6,200	6,100	98	D	5	MEMPHIS
TISHOMINGO	6,100	5,900	96	D	5	COLUMBUS-TUPELO
TUNICA	3,100	3,000	96	D	5	MEMPHIS
UNION	7,600	7,500	98	D	5	MEMPHIS
WALTHALL	4,500	4,300	96	D	5	NEW ORLEANS
WARREN	16,800	16,300	97	C	5	JACKSON, MS

MISSISSIPPI

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
WASHINGTON	22,200	21,400	96	C	5	JACKSON, MS
WAYNE	5,700	5,500	96	D	5	LAUREL-HATTIESBURG
WEBSTER	3,700	3,600	96	D	5	COLUMBUS-TUPELO
WILKINSON	3,200	3,000	95	D	5	BATON ROUGE
WINSTON	6,500	6,300	96	D	5	COLUMBUS-TUPELO
YALOBUSHA	4,200	4,000	96	D	5	MEMPHIS
YAZOO	9,000	8,700	96	D	5	JACKSON, MS
STATE TOTAL	787,800	764,900	97			

MISSOURI

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAIR	8,700	8,500	98	D	6	OTTUMWA-KIRKSVILLE
ANDREW	5,900	5,800	98	D	6	KANSAS CITY
ATCHISON	3,000	2,900	98	D	6	OMAHA
AUDRAIN	9,600	9,400	98	D	6	COLUMBIA-JEFFERSON CITY
BARRY	9,800	9,400	96	D	6	SPRINGFIELD, MO
BARTON	4,900	4,700	97	D	6	JOPLIN-PITTSBURG
BATES	6,400	6,100	96	D	6	KANSAS CITY
BENTON	5,400	5,100	95	D	6	SPRINGFIELD, MO
BOLLINGER	3,900	3,700	95	D	6	PADUCAH-CAPE GIRARDEAU-HARRISBURG
BOONE	32,200	31,300	97	C	6	COLUMBIA-JEFFERSON CITY
BUCHANAN	33,100	32,300	98	C	6	ST. JOSEPH
BUTLER	14,500	13,800	95	D	6	PADUCAH-CAPE GIRARDEAU-HARRISBURG
CALDWELL	3,800	3,700	98	D	6	KANSAS CITY
CALLAWAY	9,800	9,500	97	D	6	COLUMBIA-JEFFERSON CITY
CAMDEN	8,000	7,700	96	D	6	SPRINGFIELD, MO
CAPE GIRARDEAU	20,100	19,600	97	C	6	PADUCAH-CAPE GIRARDEAU-HARRISBURG
CARROLL	4,700	4,600	97	D	6	KANSAS CITY
CARTER	1,700	1,500	90	D	6	PADUCAH-CAPE GIRARDEAU-HARRISBURG
CASS	17,400	17,100	98	B	6	KANSAS CITY
CEDAR	4,600	4,400	96	D	6	SPRINGFIELD, MO
CHARITON	4,100	3,900	96	D	6	COLUMBIA-JEFFERSON CITY
CHRISTIAN	8,500	8,200	97	B	6	SPRINGFIELD, MO
CLARK	3,100	3,000	97	D	6	QUINCY-HANNIBAL
CLAY	49,400	48,800	99	B	6	KANSAS CITY
CLINTON	5,700	5,500	97	D	6	KANSAS CITY
COLE	19,800	19,500	98	C	6	COLUMBIA-JEFFERSON CITY
COOPER	5,500	5,300	97	D	6	COLUMBIA-JEFFERSON CITY
CRAWFORD	6,100	5,700	94	D	6	ST. LOUIS
DADE	3,400	3,300	97	D	6	SPRINGFIELD, MO
DALLAS	4,900	4,700	97	D	6	SPRINGFIELD, MO
DAVIESS	3,700	3,600	97	D	6	KANSAS CITY
DE KALB	2,900	2,800	96	D	6	KANSAS CITY
DENT	4,700	4,300	93	D	6	ST. LOUIS
DOUGLAS	4,200	4,000	96	D	6	SPRINGFIELD, MO
DUNKLIN	13,800	13,200	96	D	6	MEMPHIS
FRANKLIN	23,800	23,300	98	A	6	ST. LOUIS
GASCONADE	5,100	4,900	96	D	6	ST. LOUIS
GENTRY	3,300	3,200	96	D	6	ST. JOSEPH
GREENE	72,000	70,600	98	B	6	SPRINGFIELD, MO
GRUNDY	4,400	4,200	96	D	6	KANSAS CITY
HARRISON	4,100	4,000	97	D	6	ST. JOSEPH
HENRY	7,800	7,500	97	D	6	KANSAS CITY
HICKORY	3,200	3,100	96	D	6	SPRINGFIELD, MO
HOLT	3,000	2,900	95	D	6	ST. JOSEPH
HOWARD	3,800	3,700	97	D	6	COLUMBIA-JEFFERSON CITY
HOWELL	10,900	10,100	92	D	6	SPRINGFIELD, MO
IRON	4,300	4,100	95	D	6	ST. LOUIS
JACKSON	264,800	259,100	98	B	6	KANSAS CITY
JASPER	33,700	32,800	97	C	6	JOPLIN-PITTSBURG
JEFFERSON	44,100	43,500	99	A	6	ST. LOUIS
JOHNSON	12,000	11,700	98	C	6	KANSAS CITY
KNOX	2,100	2,000	97	D	6	QUINCY-HANNIBAL
LACLEDE	9,200	8,900	96	D	6	SPRINGFIELD, MO
LAFAYETTE	11,200	10,900	98	D	6	KANSAS CITY
LAWRENCE	11,500	11,100	96	D	6	SPRINGFIELD, MO

MISSOURI

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
LEWIS	3,900	3,800	97	D	6	QUINCY-HANNIBAL
LINCOLN	7,400	7,200	97	D	6	ST. LOUIS
LINN	6,300	6,100	96	D	6	KANSAS CITY
LIVINGSTON	6,800	6,600	96	D	6	KANSAS CITY
MACON	6,700	6,500	97	D	6	QUINCY-HANNIBAL
MADISON	3,600	3,400	96	D	6	ST. LOUIS
MARIES	2,500	2,400	96	D	6	COLUMBIA-JEFFERSON CITY
MARION	10,800	10,600	98	C	6	QUINCY-HANNIBAL
MC DONALD	5,800	5,600	97	D	6	JOPLIN-PITTSBURG
MERCER	1,800	1,700	95	D	6	DES MOINES
MILLER	6,900	6,700	97	D	6	COLUMBIA-JEFFERSON CITY
MISSISSIPPI	5,800	5,600	97	D	6	PADUCAH-CAPE GIRARDEAU-HARRISBURG
MONITEAU	4,300	4,200	97	D	6	COLUMBIA-JEFFERSON CITY
MONROE	3,900	3,800	98	D	6	QUINCY-HANNIBAL
MONTGOMERY	4,200	4,100	97	D	6	COLUMBIA-JEFFERSON CITY
MORGAN	5,300	5,100	97	D	6	COLUMBIA-JEFFERSON CITY
NEW MADRID	8,400	8,000	96	D	6	PADUCAH-CAPE GIRARDEAU-HARRISBURG
NEWTON	14,600	14,300	98	C	6	JOPLIN-PITTSBURG
NODAWAY	7,600	7,400	97	D	6	ST. JOSEPH
OREGON	4,300	3,900	90	D	6	SPRINGFIELD, MO
OSAGE	4,200	4,000	95	D	6	COLUMBIA-JEFFERSON CITY
OZARK	3,200	3,000	94	D	6	SPRINGFIELD, MO
PEMISCOT	9,000	8,600	95	D	6	MEMPHIS
PERRY	5,800	5,600	96	D	6	ST. LOUIS
PETTIS	14,700	14,200	97	C	6	COLUMBIA-JEFFERSON CITY
PHELPS	11,100	10,600	95	D	6	COLUMBIA-JEFFERSON CITY
PIKE	7,000	6,800	97	D	6	ST. LOUIS
PLATTE	15,300	15,100	98	B	6	KANSAS CITY
POLK	7,200	6,900	96	D	6	SPRINGFIELD, MO
PULASKI	8,800	8,500	96	C	6	SPRINGFIELD, MO
PUTNAM	2,900	2,800	98	D	6	OTTUMWA-KIRKSVILLE
RALLS	3,400	3,300	98	D	6	QUINCY-HANNIBAL
RANDOLPH	9,600	9,300	97	D	6	COLUMBIA-JEFFERSON CITY
RAY	7,600	7,400	98	B	6	KANSAS CITY
REYNOLDS	2,600	2,400	92	D	6	ST. LOUIS
RIPLEY	5,300	4,800	91	D	6	JONESBORO
SALINE	8,600	8,300	97	D	6	KANSAS CITY
SCHUYLER	2,200	2,100	95	D	6	OTTUMWA-KIRKSVILLE
SCOTLAND	2,300	2,200	97	D	6	QUINCY-HANNIBAL
SCOTT	13,600	13,300	97	C	6	PADUCAH-CAPE GIRARDEAU-HARRISBURG
SHANNON	2,800	2,500	90	D	6	SPRINGFIELD, MO
SHELBY	2,900	2,800	97	D	6	QUINCY-HANNIBAL
ST CHARLES	44,000	43,400	99	A	6	ST. LOUIS
ST CLAIR	4,300	4,100	95	D	6	KANSAS CITY
ST FRANCOIS	14,600	14,200	97	C	6	ST. LOUIS
ST LOUIS	322,300	316,100	98	A	6	ST. LOUIS
ST LOUIS CITY	185,700	182,000	98	A	6	ST. LOUIS
STE GENEVIEVE	4,700	4,600	97	D	6	ST. LOUIS
STODDARD	11,300	10,900	97	D	6	PADUCAH-CAPE GIRARDEAU-HARRISBURG
STONE	6,000	5,700	94	D	6	SPRINGFIELD, MO
SULLIVAN	3,000	2,900	97	D	6	OTTUMWA-KIRKSVILLE
TANEY	8,300	8,000	97	D	6	SPRINGFIELD, MO
TEXAS	8,200	7,700	94	D	6	SPRINGFIELD, MO
VERNON	7,100	6,800	96	D	6	JOPLIN-PITTSBURG
WARREN	5,200	5,000	96	D	6	ST. LOUIS
WASHINGTON	5,900	5,700	96	D	6	ST. LOUIS
WAYNE	4,300	4,100	94	D	6	PADUCAH-CAPE GIRARDEAU-HARRISBURG
WEBSTER	7,800	7,500	96	D	6	SPRINGFIELD, MO
WORTH	1,500	1,500	98	D	6	ST. JOSEPH
WRIGHT	6,400	6,000	94	D	6	SPRINGFIELD, MO
STATE TOTAL	1,800,200	1,756,200	97			

MONTANA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BEAVERHEAD	3,600	3,300	92	D	8	MISSOULA-BUTTE
BIG HORN	3,200	3,000	93	D	8	BILLINGS
BLAINE	2,900	2,600	91	D	8	GREAT FALLS
BROADWATER	1,400	1,300	94	D	8	MISSOULA-BUTTE
CARBON	3,400	3,300	96	D	8	BILLINGS
CARTER	600	500	91	D	8	RAPID CITY
CASCADE	31,800	31,100	98	C	8	GREAT FALLS
CHOUTEAU	3,100	3,000	97	D	8	GREAT FALLS
CUSTER	4,900	4,600	93	D	8	MILES CITY-GLENDIVE
DANIELS	1,400	1,300	93	D	8	MINOT-BISMARCK-DICKINSON
DAWSON	4,000	3,800	95	D	8	MILES CITY-GLENDIVE
DEER LODGE	4,700	4,600	98	D	8	MISSOULA-BUTTE
FALLON	1,300	1,200	94	D	8	MILES CITY-GLENDIVE
FERGUS	5,300	5,000	94	D	8	GREAT FALLS
FLATHEAD	19,600	18,800	96	C	8	MISSOULA-BUTTE
GALLATIN	16,300	15,600	95	C	8	MISSOULA-BUTTE
GARFIELD	500	400	85	D	8	BILLINGS
GLACIER	3,800	3,600	94	D	8	GREAT FALLS
GOLDEN VALLEY	400	400	92	D	8	BILLINGS
GRANITE	1,000	1,000	96	D	8	MISSOULA-BUTTE
HILL	6,800	6,600	96	D	8	GREAT FALLS
JEFFERSON	2,700	2,600	95	D	8	MISSOULA-BUTTE
JUDITH BASIN	1,000	900	94	D	8	GREAT FALLS
LAKE	7,200	6,900	96	D	8	MISSOULA-BUTTE
LEWIS + CLARK	16,100	15,400	96	C	8	HELENA
LIBERTY	600	600	97	D	8	GREAT FALLS
LINCOLN	5,900	5,600	95	D	8	SPOKANE
MADISON	2,600	2,500	97	D	8	MISSOULA-BUTTE
MC CONE	900	800	93	D	8	MINOT-BISMARCK-DICKINSON
MEAGHER	900	800	92	D	8	GREAT FALLS
MINERAL	1,700	1,600	96	D	8	MISSOULA-BUTTE
MISSOULA	26,600	25,500	96	C	8	MISSOULA-BUTTE
MUSSELSHELL	2,100	2,000	94	D	8	BILLINGS
PARK	5,400	5,200	95	D	8	SALT LAKE CITY
PETROLEUM	500	500	91	D	8	BILLINGS
PHILLIPS	2,100	1,900	91	D	8	GREAT FALLS
PONDERA	2,500	2,400	96	D	8	GREAT FALLS
POWDER RIVER	1,100	1,000	88	D	8	RAPID CITY
POWELL	2,800	2,700	95	D	8	MISSOULA-BUTTE
PRAIRIE	600	500	89	D	8	MILES CITY-GLENDIVE
RAVALLI	8,800	8,400	96	D	8	MISSOULA-BUTTE
RICHLAND	4,300	4,100	96	D	8	MINOT-BISMARCK-DICKINSON
ROOSEVELT	3,700	3,600	96	D	8	MINOT-BISMARCK-DICKINSON
ROSEBUD	3,600	3,300	92	D	8	BILLINGS
SANDERS	3,900	3,600	92	D	8	SPOKANE
SHERIDAN	2,300	2,200	97	D	8	MINOT-BISMARCK-DICKINSON
SILVER BOW	15,200	14,800	97	C	8	MISSOULA-BUTTE
STILLWATER	2,300	2,300	98	D	8	BILLINGS
SWEET GRASS	1,500	1,400	91	D	8	BILLINGS
TETON	2,700	2,600	97	D	8	GREAT FALLS
TOOLE	2,400	2,300	97	D	8	GREAT FALLS
TREASURE	400	400	93	D	8	BILLINGS
VALLEY	4,600	4,300	93	D	8	GREAT FALLS
WHEATLAND	900	800	94	D	8	BILLINGS
WIBAUX	700	700	95	D	8	MINOT-BISMARCK-DICKINSON
YELLOWSTONE	41,100	40,200	98	C	8	BILLINGS
STATE TOTAL	301,700	289,400	96			

NEBRASKA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	11,600	11,400	98	B	6	LINCOLN-HASTINGS-KEARNEY
ANTELOPE	3,500	3,300	96	D	6	LINCOLN-HASTINGS-KEARNEY
ARTHUR	200	200	96	D	6	NORTH PLATTE
BANNER	400	400	98	D	6	RAPID CITY
BLAINE	500	500	91	D	6	NORTH PLATTE
BOONE	2,900	2,800	97	D	6	LINCOLN-HASTINGS-KEARNEY
BOX BUTTE	4,800	4,700	97	D	6	RAPID CITY
BOYD	1,200	1,100	96	D	6	SIOUX FALLS-MITCHELL
BROWN	1,500	1,400	95	D	6	LINCOLN-HASTINGS-KEARNEY
BUFFALO	11,500	11,300	98	B	6	LINCOLN-HASTINGS-KEARNEY
BURT	3,600	3,500	98	D	6	OMAHA
BUTLER	3,500	3,400	97	D	6	OMAHA
CASS	7,200	7,100	98	D	6	OMAHA
CEDAR	3,400	3,300	98	D	6	SIOUX CITY
CHASE	1,900	1,900	98	D	6	LINCOLN-HASTINGS-KEARNEY
CHERRY	2,600	2,500	97	D	6	NORTH PLATTE
CHEYENNE	4,000	3,900	97	D	6	DENVER
CLAY	3,200	3,200	99	D	6	LINCOLN-HASTINGS-KEARNEY
COLFAX	3,900	3,800	97	D	6	OMAHA
CUMING	4,600	4,500	97	D	6	OMAHA
CUSTER	5,400	5,200	96	D	6	LINCOLN-HASTINGS-KEARNEY
DAKOTA	5,700	5,600	99	C	6	SIOUX CITY
DAWES	3,100	3,000	95	D	6	DENVER
DAWSON	8,600	8,400	98	D	6	LINCOLN-HASTINGS-KEARNEY
DEUEL	1,000	1,000	98	D	6	CHEYENNE
DIXON	2,900	2,900	98	D	6	SIOUX CITY
DODGE	12,900	12,700	99	D	6	OMAHA
DOUGLAS	148,000	145,600	98	B	6	OMAHA
DUNDY	1,000	1,000	96	D	6	WICHITA-HUTCHINSON
FILLMORE	3,300	3,200	98	D	6	LINCOLN-HASTINGS-KEARNEY
FRANKLIN	2,000	2,000	98	D	6	LINCOLN-HASTINGS-KEARNEY
FRONTIER	1,300	1,300	97	D	6	LINCOLN-HASTINGS-KEARNEY
FURNAS	2,800	2,700	96	D	6	LINCOLN-HASTINGS-KEARNEY
GAGE	8,400	8,200	98	D	6	LINCOLN-HASTINGS-KEARNEY
GARDEN	1,400	1,300	94	D	6	RAPID CITY
GARFIELD	1,200	1,200	96	D	6	LINCOLN-HASTINGS-KEARNEY
GOSPER	1,000	1,000	98	D	6	LINCOLN-HASTINGS-KEARNEY
GRANT	400	400	92	D	6	RAPID CITY
GREELEY	1,200	1,100	95	D	6	LINCOLN-HASTINGS-KEARNEY
HALL	18,000	17,700	98	B	6	LINCOLN-HASTINGS-KEARNEY
HAMILTON	3,400	3,300	98	D	6	LINCOLN-HASTINGS-KEARNEY
HARLAN	2,000	2,000	98	D	6	LINCOLN-HASTINGS-KEARNEY
HAYES	700	700	97	D	6	LINCOLN-HASTINGS-KEARNEY
HITCHCOCK	1,900	1,900	98	D	6	WICHITA-HUTCHINSON
HOLT	4,600	4,300	94	D	6	LINCOLN-HASTINGS-KEARNEY
HOOKER	500	500	99	D	6	NORTH PLATTE
HOWARD	2,800	2,700	97	D	6	LINCOLN-HASTINGS-KEARNEY
JEFFERSON	4,000	3,900	97	D	6	LINCOLN-HASTINGS-KEARNEY
JOHNSON	2,200	2,100	97	D	6	OMAHA
KEARNEY	2,900	2,900	99	D	6	LINCOLN-HASTINGS-KEARNEY
KEITH	3,800	3,700	98	D	6	DENVER
KEYA PAHA	400	400	96	D	6	SIOUX FALLS-MITCHELL
KIMBALL	2,200	2,200	99	D	6	DENVER
KNOX	4,000	3,800	95	D	6	SIOUX CITY
LANCASTER	70,500	69,300	98	B	6	LINCOLN-HASTINGS-KEARNEY
LINCOLN	14,100	13,800	98	C	6	NORTH PLATTE
LOGAN	500	500	94	D	6	NORTH PLATTE
LOUP	600	600	97	D	6	LINCOLN-HASTINGS-KEARNEY
MADISON	11,500	11,100	97	D	6	SIOUX CITY
MC PHERSON	200	200	93	D	6	NORTH PLATTE
MERRICK	3,200	3,100	97	D	6	LINCOLN-HASTINGS-KEARNEY
MORRILL	2,300	2,200	96	D	6	CHEYENNE
NANCE	1,800	1,700	97	D	6	LINCOLN-HASTINGS-KEARNEY
NEMAHA	3,000	2,900	97	D	6	OMAHA
NUCKOLLS	2,500	2,400	97	D	6	LINCOLN-HASTINGS-KEARNEY
OTOE	5,900	5,800	98	D	6	OMAHA
PAWNEE	1,400	1,300	95	D	6	OMAHA
PERKINS	1,100	1,100	99	D	6	LINCOLN-HASTINGS-KEARNEY
PHELPS	3,800	3,800	99	D	6	LINCOLN-HASTINGS-KEARNEY
PIERCE	3,200	3,100	98	D	6	SIOUX CITY
PLATTE	10,000	9,800	98	D	6	LINCOLN-HASTINGS-KEARNEY
POLK	2,500	2,500	99	D	6	LINCOLN-HASTINGS-KEARNEY
RED WILLOW	5,200	5,100	98	D	6	WICHITA-HUTCHINSON
RICHARDSON	4,500	4,400	97	D	6	OMAHA
ROCK	700	700	96	D	6	LINCOLN-HASTINGS-KEARNEY

NEBRASKA

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
SALINE	5,200	5,100	98	D	6	LINCOLN-HASTINGS-KEARNEY
SARPY	25,000	24,800	99	B	6	OMAHA
SAUNDERS	6,900	6,800	98	D	6	OMAHA
SCOTTS BLUFF	13,700	13,300	97	C	6	CHEYENNE
SEWARD	5,200	5,000	97	D	6	OMAHA
SHERIDAN	2,800	2,700	97	D	6	RAPID CITY
SHERMAN	1,600	1,500	97	D	6	LINCOLN-HASTINGS-KEARNEY
SIOUX	700	700	96	D	6	RAPID CITY
STANTON	2,300	2,200	96	D	6	OMAHA
THAYER	3,500	3,400	97	D	6	LINCOLN-HASTINGS-KEARNEY
THOMAS	200	200	92	D	6	NORTH PLATTE
THURSTON	2,300	2,200	97	D	6	SIOUX CITY
VALLEY	2,400	2,300	95	D	6	LINCOLN-HASTINGS-KEARNEY
WASHINGTON	5,900	5,800	99	D	6	OMAHA
WAYNE	3,200	3,200	99	D	6	SIOUX CITY
WEBSTER	2,200	2,200	98	D	6	LINCOLN-HASTINGS-KEARNEY
WHEELER	300	300	95	D	6	LINCOLN-HASTINGS-KEARNEY
YORK	5,700	5,500	97	D	6	LINCOLN-HASTINGS-KEARNEY
STATE TOTAL	578,600	566,700	98			

NEVADA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
CARSON CITY	12,700	12,300	97	D	8	RENO
CHURCHILL	4,800	4,700	98	D	8	RENO
CLARK	153,600	150,100	98	B	8	LAS VEGAS
DOUGLAS	6,700	6,400	95	D	8	RENO
ELKO	5,600	5,100	91	D	8	SALT LAKE CITY
ESMERALDA	200	200	85	D	8	RENO
EUREKA	300	300	87	D	8	SALT LAKE CITY
HUMBOLDT	2,600	2,500	96	D	8	RENO
LANDER	1,200	1,100	91	D	8	RENO
LINCOLN	1,500	1,400	94	D	8	LAS VEGAS
LYON	3,900	3,700	94	D	8	RENO
MINERAL	2,100	2,000	96	D	8	RENO
NYE	2,900	2,600	90	D	8	RENO
PERSHING	1,200	1,100	96	D	8	RENO
STOREY	300	300	93	D	8	RENO
WASHOE	72,000	69,800	97	B	8	RENO
WHITE PINE	3,300	3,200	96	D	8	SALT LAKE CITY
STATE TOTAL	274,900	266,800	97			

NEW HAMPSHIRE

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BELKNAP	15,400	15,000	98	C	1	PORTLAND-POLAND SPRING
CARROLL	10,200	9,900	97	D	1	PORTLAND-POLAND SPRING
CHESHIRE	22,800	21,700	95	C	1	BOSTON
COOS	12,900	12,500	97	D	1	PORTLAND-POLAND SPRING
GRAFTON	22,000	20,800	95	C	1	PORTLAND-POLAND SPRING
HILLSBOROUGH	94,700	92,500	98	B	1	BOSTON
MERRIMACK	34,100	32,900	96	C	1	BOSTON
ROCKINGHAM	63,300	61,800	98	B	1	BOSTON
STRAFFORD	29,300	28,400	97	C	1	BOSTON
SULLIVAN	13,200	12,500	94	D	1	BOSTON
STATE TOTAL	317,900	308,000	97			

NEW JERSEY

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ATLANTIC	76,200	74,000	97	B	2	PHILADELPHIA
BERGEN	304,700	301,700	99	A	2	NEW YORK
BURLINGTON	107,100	105,700	99	A	2	PHILADELPHIA
CAMDEN	164,500	162,300	99	A	2	PHILADELPHIA
CAPE MAY	30,600	29,800	97	C	2	PHILADELPHIA
CUMBERLAND	45,000	44,100	98	C	2	PHILADELPHIA
ESSEX	290,300	284,300	98	A	2	NEW YORK
GLOUCESTER	69,600	68,700	99	A	2	PHILADELPHIA
HUDSON	209,400	205,400	98	A	2	NEW YORK
HUNTERDON	28,000	27,400	98	C	2	NEW YORK
MERCER	112,000	109,500	98	B	2	PHILADELPHIA
MIDDLESEX	183,100	180,800	99	A	2	NEW YORK
MONMOUTH	160,900	158,300	98	B	2	NEW YORK
MORRIS	127,700	126,300	99	A	2	NEW YORK
OCEAN	124,500	122,800	99	B	2	NEW YORK
PASSAIC	162,800	160,000	98	A	2	NEW YORK
SALEM	22,400	21,900	98	C	2	PHILADELPHIA
SOMERSET	65,900	64,900	99	A	2	NEW YORK
SUSSEX	36,300	35,400	98	C	2	NEW YORK
UNION	176,500	174,300	99	A	2	NEW YORK
WARREN	30,900	30,200	98	C	2	NEW YORK
STATE TOTAL	2,528,400	2,487,800	98			

NEW MEXICO

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BERNALILLO	148,600	145,600	98	B	8	ALBUQUERQUE
CATRON	1,000	900	87	D	8	TUCSON
CHAVES	18,500	18,100	98	C	8	ROSWELL
COLFAX	4,600	4,300	93	D	8	ALBUQUERQUE
CURRY	14,700	14,200	97	C	8	AMARILLO
DE BACA	1,200	1,100	95	D	8	LUBBOCK
DONA ANA	28,300	27,100	96	C	8	EL PASO
EDDY	18,000	17,500	97	C	8	ROSWELL
GRANT	8,400	7,900	93	D	8	ALBUQUERQUE
GUADALUPE	1,600	1,500	92	D	8	ALBUQUERQUE
HARDING	500	400	89	D	8	ALBUQUERQUE
HIDALGO	2,300	2,100	92	D	8	TUCSON
LEA NORTH	16,900	16,400	97	C	8	ROSWELL
LEA SOUTH	2,700	2,600	97	D	8	ODESSA-MIDLAND
LINCOLN	4,400	4,200	95	D	8	ALBUQUERQUE
LOS ALAMOS	6,500	6,400	98	D	8	ALBUQUERQUE
LUNA	5,500	5,200	95	D	8	EL PASO
MC KINLEY	15,400	14,000	91	C	8	ALBUQUERQUE
MORA	1,700	1,400	85	D	8	ALBUQUERQUE
OTERO	13,500	13,100	97	C	8	EL PASO
QUAY	4,400	4,100	94	D	8	AMARILLO
RIO ARRIBA	8,800	8,000	91	D	8	ALBUQUERQUE
ROOSEVELT	6,300	6,100	96	D	8	LUBBOCK
SAN JUAN	26,500	24,600	93	C	8	FARMINGTON
SAN MIGUEL	6,700	6,100	91	D	8	ALBUQUERQUE
SANDOVAL	6,500	6,100	93	B	8	ALBUQUERQUE
SANTA FE	22,500	21,600	96	C	8	ALBUQUERQUE
SIERRA	4,200	3,900	92	D	8	ALBUQUERQUE
SOCORRO	3,400	3,300	97	D	8	ALBUQUERQUE
TAOS	6,900	6,200	89	D	8	ALBUQUERQUE
TORRANCE	2,900	2,700	94	D	8	ALBUQUERQUE
UNION	2,400	2,200	92	D	8	AMARILLO
VALENCIA	17,100	16,800	98	C	8	ALBUQUERQUE
STATE TOTAL	433,000	415,700	96			

NEW YORK

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ALBANY	103,600	101,100	98	B	2	ALBANY-SCHENECTADY-TROY
ALLEGANY	17,000	16,300	96	C	2	BUFFALO
BRONX	459,100	448,600	98	A	2	NEW YORK
BROOME	81,200	79,500	98	B	2	BINGHAMTON
CATTARAUGUS	30,400	29,500	97	C	2	BUFFALO
CAYUGA	27,700	26,800	97	C	2	SYRACUSE
CHAUTAUQUA	54,300	52,900	97	C	2	BUFFALO
CHEMUNG	35,400	34,300	97	C	2	ELMIRA
CHENANGO	17,300	16,800	97	C	2	BINGHAMTON
CLINTON	26,100	25,600	98	B	2	BURLINGTON-PLATTSBURGH
COLUMBIA	21,200	20,600	97	C	2	ALBANY-SCHENECTADY-TROY
CORTLAND	17,900	17,400	97	C	2	SYRACUSE
DELAWARE	17,600	16,800	95	C	2	BINGHAMTON
DUTCHESS	79,600	77,300	97	B	2	NEW YORK
ERIE	383,000	376,500	98	B	2	BUFFALO
ESSEX	12,900	12,500	97	B	2	BURLINGTON-PLATTSBURGH
FRANKLIN	15,500	14,900	96	C	2	BURLINGTON-PLATTSBURGH
FULTON	22,500	21,900	97	C	2	ALBANY-SCHENECTADY-TROY
GENESEE	21,100	20,700	98	C	2	BUFFALO
GREENE	15,600	15,200	97	C	2	ALBANY-SCHENECTADY-TROY
HAMILTON	2,000	1,900	96	D	2	ALBANY-SCHENECTADY-TROY
HERKIMER	24,600	24,000	97	C	2	UTICA
JEFFERSON	32,300	31,600	98	C	2	WATERTOWN-CARTHAGE
KINGS	860,700	838,300	97	A	2	NEW YORK
LEWIS	9,000	8,700	97	D	2	WATERTOWN-CARTHAGE
LIVINGSTON	18,700	18,200	97	B	2	ROCHESTER, NY
MADISON	21,000	20,500	98	B	2	SYRACUSE
MONROE	260,500	255,300	98	B	2	ROCHESTER, NY
MONTGOMERY	21,100	20,500	97	B	2	ALBANY-SCHENECTADY-TROY
NASSAU	442,900	439,200	99	A	2	NEW YORK
NEW YORK	688,100	637,400	93	A	2	NEW YORK
NIAGARA	85,400	83,900	98	B	2	BUFFALO
ONEIDA EAST	61,600	60,300	98	B	2	UTICA
ONEIDA WEST	31,300	30,600	98	C	2	SYRACUSE
ONONDAGA	164,500	161,400	98	B	2	SYRACUSE
ONTARIO	31,200	30,600	98	B	2	ROCHESTER, NY
ORANGE	89,200	86,800	97	B	2	NEW YORK
ORLEANS	13,500	13,100	97	C	2	BUFFALO
OSWEGO	35,900	35,200	98	B	2	SYRACUSE
OTSEGO	20,300	19,500	96	C	2	UTICA
PUTNAM	25,500	24,900	98	A	2	NEW YORK
QUEENS	797,000	784,800	98	A	2	NEW YORK
RENSSELAER	50,700	49,300	97	B	2	ALBANY-SCHENECTADY-TROY
RICHMOND	117,700	116,100	99	A	2	NEW YORK
ROCKLAND	75,800	74,200	98	A	2	NEW YORK
SARATOGA	48,400	47,500	98	B	2	ALBANY-SCHENECTADY-TROY
SCHENECTADY	56,100	55,000	98	B	2	ALBANY-SCHENECTADY-TROY
SCHOHARIE	9,500	9,200	96	D	2	ALBANY-SCHENECTADY-TROY
SCHUYLER	6,800	6,500	96	D	2	SYRACUSE
SENECA	11,500	11,300	98	D	2	SYRACUSE
ST LAWRENCE	37,700	36,700	97	C	2	WATERTOWN-CARTHAGE
STEUBEN	37,400	36,200	97	C	2	ELMIRA
SUFFOLK	394,000	388,300	99	A	2	NEW YORK
SULLIVAN	23,500	22,500	96	C	2	NEW YORK
TIOGA	17,600	17,200	97	B	2	BINGHAMTON
TOMPKINS	29,100	27,100	93	C	2	SYRACUSE
ULSTER	55,300	53,100	96	C	2	NEW YORK
WARREN	19,800	19,200	97	C	2	ALBANY-SCHENECTADY-TROY
WASHINGTON	19,300	18,800	97	C	2	ALBANY-SCHENECTADY-TROY
WAYNE	29,800	29,100	98	B	2	ROCHESTER, NY
WESTCHESTER	286,700	281,800	98	A	2	NEW YORK
WYOMING	13,100	12,900	98	C	2	BUFFALO
YATES	7,600	7,300	97	D	2	SYRACUSE
STATE TOTAL	6,542,700	6,371,200	97			

NORTH CAROLINA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ALAMANCE	35,700	35,100	98	C	3	GREENSBORO-WINSTON SALEM-HIGH POINT
ALEXANDER	8,000	7,800	97	D	3	CHARLOTTE
ALLEGHANY	3,700	3,500	96	D	3	GREENSBORO-WINSTON SALEM-HIGH POINT
ANSON	7,600	7,300	96	D	3	CHARLOTTE
ASHE	7,700	7,300	95	D	3	GREENSBORO-WINSTON SALEM-HIGH POINT
AVERY	4,500	4,300	95	D	3	BRISTOL-KINGSPORT-JOHNSON CITY
BEAUFORT	14,300	13,900	97	B	3	GREENVILLE-NEW BERN-WASHINGTON
BERTIE	7,100	6,700	95	D	3	GREENVILLE-NEW BERN-WASHINGTON
BLADEN	9,900	9,400	95	D	3	WILMINGTON
BRUNSWICK	12,000	11,600	96	C	3	WILMINGTON
BUNCOMBE	60,000	58,300	97	B	3	GREENVILLE-SPARTANBURG-ASHEVILLE
BURKE	21,500	21,000	98	C	3	CHARLOTTE
CABARRUS	29,500	29,000	98	C	3	CHARLOTTE
CALDWELL	20,900	20,400	98	C	3	CHARLOTTE
CAMDEN	2,100	2,000	98	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
CARTERET	13,900	13,500	97	C	3	GREENVILLE-NEW BERN-WASHINGTON
CASWELL	6,500	6,300	97	D	3	GREENSBORO-WINSTON SALEM-HIGH POINT
CATAWBA	36,500	36,000	99	C	3	CHARLOTTE
CHATHAM	11,100	10,800	97	D	3	RALEIGH-DURHAM
CHEROKEE	6,200	5,900	95	D	3	CHATTANOOGA
CHOWAN	4,300	4,200	97	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
CLAY	2,400	2,300	94	D	3	ATLANTA
CLEVELAND	27,200	26,600	98	C	3	CHARLOTTE
COLUMBUS	17,600	16,900	96	C	3	WILMINGTON
CRAVEN	21,800	21,400	98	B	3	GREENVILLE-NEW BERN-WASHINGTON
CUMBERLAND	73,100	71,300	97	B	3	RALEIGH-DURHAM
CURRITUCK	4,200	4,000	95	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
DARE	4,200	4,000	95	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
DAVIDSON	37,100	36,300	98	B	3	GREENSBORO-WINSTON SALEM-HIGH POINT
DAVIE	8,500	8,200	96	D	3	GREENSBORO-WINSTON SALEM-HIGH POINT
DUPLIN	13,800	13,300	96	C	3	GREENVILLE-NEW BERN-WASHINGTON
DURHAM	54,600	53,200	97	B	3	RALEIGH-DURHAM
EDGECOMBE	18,100	17,600	97	C	3	GREENVILLE-NEW BERN-WASHINGTON
FORSYTH	86,400	84,800	98	B	3	GREENSBORO-WINSTON SALEM-HIGH POINT
FRANKLIN	9,200	8,800	96	D	3	RALEIGH-DURHAM
GASTON	55,100	54,100	98	B	3	CHARLOTTE
GATES	2,900	2,800	95	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
GRAHAM	2,400	2,300	95	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
GRANVILLE	10,000	9,600	96	D	3	RALEIGH-DURHAM
GREENE	4,500	4,400	97	B	3	GREENVILLE-NEW BERN-WASHINGTON
GUILFORD	110,100	108,300	98	B	3	GREENSBORO-WINSTON SALEM-HIGH POINT
HALIFAX	17,900	17,100	95	C	3	RALEIGH-DURHAM
HARNETT	19,400	18,800	97	C	3	RALEIGH-DURHAM
HAYWOOD	16,900	16,300	97	C	3	GREENVILLE-SPARTANBURG-ASHEVILLE
HENDERSON	21,100	20,500	97	B	3	GREENVILLE-SPARTANBURG-ASHEVILLE
HERTFORD	7,600	7,400	97	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
HOKE	5,300	5,100	95	D	3	RALEIGH-DURHAM
HYDE	1,900	1,800	93	D	3	GREENVILLE-NEW BERN-WASHINGTON
IREDELL	29,100	28,500	98	C	3	CHARLOTTE
JACKSON	8,200	7,800	95	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
JOHNSTON	24,300	23,500	97	C	3	RALEIGH-DURHAM
JONES	3,300	3,200	97	B	3	GREENVILLE-NEW BERN-WASHINGTON
LEE	12,400	12,100	97	D	3	RALEIGH-DURHAM
LENOIR	20,000	19,500	97	B	3	GREENVILLE-NEW BERN-WASHINGTON
LINCOLN	14,400	14,200	98	C	3	CHARLOTTE
MACON	7,600	7,100	94	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
MADISON	5,800	5,500	94	B	3	GREENVILLE-SPARTANBURG-ASHEVILLE
MARTIN	8,200	8,000	97	D	3	GREENVILLE-NEW BERN-WASHINGTON
MC DOWELL	12,500	12,100	97	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
MECKLENBURG	139,100	136,700	98	B	3	CHARLOTTE
MITCHELL	4,800	4,600	96	D	3	CHARLOTTE
MONTGOMERY	7,000	6,800	97	D	3	GREENSBORO-WINSTON SALEM-HIGH POINT
MOORE	15,500	14,900	96	C	3	RALEIGH-DURHAM
NASH	23,900	23,200	97	C	3	RALEIGH-DURHAM
NEW HANOVER	39,400	38,500	98	C	3	WILMINGTON
NORTHAMPTON	7,100	6,800	95	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
ONSLOW	31,500	31,000	98	C	3	GREENVILLE-NEW BERN-WASHINGTON
ORANGE	24,500	23,600	96	B	3	RALEIGH-DURHAM
PAMLICO	3,900	3,800	97	D	3	GREENVILLE-NEW BERN-WASHINGTON
PASQUOTANK	10,300	10,000	97	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
PENDER	7,900	7,500	95	D	3	WILMINGTON
PERQUIMANS	2,800	2,700	97	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
PERSON	9,200	8,900	97	D	3	RALEIGH-DURHAM
PITT	27,000	26,200	97	B	3	GREENVILLE-NEW BERN-WASHINGTON
POLK	4,800	4,600	96	B	3	GREENVILLE-SPARTANBURG-ASHEVILLE

NORTH CAROLINA CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
RANDOLPH	32,000	31,300	98	B	3	GREENSBORO-WINSTON SALEM-HIGH POINT
RICHMOND	15,100	14,700	97	C	3	CHARLOTTE
ROBESON	28,400	27,200	96	C	3	WILMINGTON
ROCKINGHAM	27,600	27,000	98	C	3	GREENSBORO-WINSTON SALEM-HIGH POINT
ROWAN	35,200	34,500	98	C	3	CHARLOTTE
RUTHERFORD	19,000	18,600	98	C	3	GREENVILLE-SPARTANBURG-ASHEVILLE
SAMPSON	16,400	15,800	96	C	3	RALEIGH-DURHAM
SCOTLAND	10,100	9,700	96	D	3	RALEIGH-DURHAM
STANLY	16,900	16,500	98	C	3	CHARLOTTE
STOKES	11,200	10,900	97	B	3	GREENSBORO-WINSTON SALEM-HIGH POINT
SURRY	20,900	20,300	97	C	3	GREENSBORO-WINSTON SALEM-HIGH POINT
SWAIN	3,900	3,600	93	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
TRANSYLVANIA	7,500	7,200	97	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
TYRRELL	1,500	1,400	95	D	3	GREENVILLE-NEW BERN-WASHINGTON
UNION	22,000	21,400	97	B	3	CHARLOTTE
VANCE	11,800	11,500	97	D	3	RALEIGH-DURHAM
WAKE	106,300	104,000	98	B	3	RALEIGH-DURHAM
WARREN	5,900	5,600	95	D	3	RALEIGH-DURHAM
WASHINGTON	4,500	4,300	96	D	3	GREENVILLE-NEW BERN-WASHINGTON
WATAUGA	9,500	9,100	96	D	3	CHARLOTTE
WAYNE	30,700	29,800	97	C	3	RALEIGH-DURHAM
WILKES	20,300	19,600	97	C	3	GREENSBORO-WINSTON SALEM-HIGH POINT
WILSON	20,600	20,000	97	C	3	RALEIGH-DURHAM
YADKIN	10,400	10,100	97	B	3	GREENSBORO-WINSTON SALEM-HIGH POINT
YANCEY	5,400	5,100	94	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
STATE TOTAL	1,973,900	1,922,000	97			

NORTH DAKOTA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	1,400	1,300	96	D	6	MINOT-BISMARCK-DICKINSON
BARNES	4,800	4,700	98	C	6	FARGO
BENSON	2,700	2,600	96	D	6	FARGO
BILLINGS	500	500	97	D	6	MINOT-BISMARCK-DICKINSON
BOTTINEAU	2,500	2,400	97	D	6	MINOT-BISMARCK-DICKINSON
BOWMAN	1,300	1,300	96	D	6	RAPID CITY
BURKE	1,400	1,400	97	D	6	MINOT-BISMARCK-DICKINSON
BURLEIGH	19,100	18,700	98	C	6	MINOT-BISMARCK-DICKINSON
CASS	30,400	29,900	98	C	6	FARGO
CAVALIER	3,200	3,000	93	D	6	FARGO
DICKEY	2,700	2,600	96	D	6	SIOUX FALLS-MITCHELL
DIVIDE	1,700	1,600	96	D	6	MINOT-BISMARCK-DICKINSON
DUNN	1,400	1,300	96	D	6	MINOT-BISMARCK-DICKINSON
EDDY	1,300	1,300	98	D	6	FARGO
EMMONS	2,100	2,000	97	D	6	MINOT-BISMARCK-DICKINSON
FOSTER	1,400	1,400	97	D	6	FARGO
GOLDEN VALLEY	800	800	98	D	6	MINOT-BISMARCK-DICKINSON
GRAND FORKS	21,300	20,900	98	C	6	FARGO
GRANT	1,600	1,500	96	D	6	MINOT-BISMARCK-DICKINSON
GRIGGS	1,700	1,700	98	D	6	FARGO
HETTINGER	1,600	1,600	97	D	6	MINOT-BISMARCK-DICKINSON
KIDDER	1,100	1,100	98	D	6	MINOT-BISMARCK-DICKINSON
LA MOURE	2,400	2,300	97	D	6	FARGO
LOGAN	1,500	1,400	96	D	6	MINOT-BISMARCK-DICKINSON
MC HENRY	2,900	2,800	97	D	6	MINOT-BISMARCK-DICKINSON
MC INTOSH	1,900	1,800	95	D	6	MINOT-BISMARCK-DICKINSON
MC KENZIE	1,900	1,900	97	D	6	MINOT-BISMARCK-DICKINSON
MC LEAN	4,900	4,800	98	D	6	MINOT-BISMARCK-DICKINSON
MERCER	3,200	3,100	96	D	6	MINOT-BISMARCK-DICKINSON
MORTON	8,500	8,300	97	D	6	MINOT-BISMARCK-DICKINSON
MOUNTRAIL	2,600	2,500	97	D	6	MINOT-BISMARCK-DICKINSON
NELSON	2,000	2,000	98	D	6	FARGO
OLIVER	900	900	98	D	6	MINOT-BISMARCK-DICKINSON
PEMBINA	3,700	3,500	95	D	6	FARGO
PIERCE	2,100	2,000	97	D	6	MINOT-BISMARCK-DICKINSON

NORTH DAKOTA CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
RAMSEY	4,300	4,200	97	D	6	FARGO
RANSOM	2,700	2,600	98	D	6	FARGO
RENVILLE	1,500	1,500	99	D	6	MINOT-BISMARCK-DICKINSON
RICHLAND	7,900	7,700	98	D	6	FARGO
ROLETTE	3,700	3,400	93	D	6	MINOT-BISMARCK-DICKINSON
SARGENT	1,900	1,900	98	D	6	FARGO
SHERIDAN	900	900	97	D	6	MINOT-BISMARCK-DICKINSON
SIOUX	900	800	92	D	6	MINOT-BISMARCK-DICKINSON
SLOPE	400	400	97	D	6	MINOT-BISMARCK-DICKINSON
STARK	6,000	5,800	97	D	6	MINOT-BISMARCK-DICKINSON
STEELE	1,400	1,400	98	D	6	FARGO
STUTSMAN	8,500	8,400	99	D	6	FARGO
TOWNER	1,400	1,300	96	D	6	FARGO
TRAILL	3,400	3,400	99	D	6	FARGO
WALSH	5,500	5,400	98	D	6	FARGO
WARD	20,100	19,700	98	C	6	MINOT-BISMARCK-DICKINSON
WELLS	2,400	2,300	97	D	6	FARGO
WILLIAMS	7,100	6,900	97	D	6	MINOT-BISMARCK-DICKINSON
STATE TOTAL	224,500	218,900	98			

OHIO

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	9,300	8,700	94	D	4	CINCINNATI
ALLEN	36,700	35,800	98	C	4	LIMA
ASHLAND	15,500	15,300	98	C	4	CLEVELAND
ASHTABULA	36,100	35,300	98	C	4	CLEVELAND
ATHENS	15,900	15,300	96	C	4	CHARLESTON-HUNTINGTON
AUGLAIZE	14,400	14,100	98	C	4	DAYTON
BELMONT	30,600	30,000	98	B	4	WHEELING-STEUBENVILLE
BROWN	10,800	10,400	96	D	4	CINCINNATI
BUTLER	89,000	87,500	98	B	4	CINCINNATI
CARROLL	9,200	9,000	98	D	4	WHEELING-STEUBENVILLE
CHAMPAIGN	11,600	11,400	98	D	4	DAYTON
CLARK	51,500	50,700	98	C	4	DAYTON
CLERMONT	41,400	40,700	98	A	4	CINCINNATI
CLINTON	11,200	11,000	98	D	4	DAYTON
COLUMBIANA	41,700	40,900	98	C	4	PITTSBURGH
COSHOCTON	13,100	12,600	96	D	4	COLUMBUS, OH
CRAWFORD	17,400	17,000	98	C	4	TOLEDO
CUYAHOGA	557,300	548,600	98	A	4	CLEVELAND
DARKE	18,400	18,000	98	C	4	DAYTON
DEFIANCE	12,100	11,800	98	C	4	TOLEDO
DELAWARE	19,400	19,100	99	B	4	COLUMBUS, OH
ERIE	29,900	29,500	98	C	4	CLEVELAND
FAIRFIELD	32,000	31,500	99	B	4	COLUMBUS, OH
FAYETTE	9,300	9,100	97	D	4	COLUMBUS, OH
FRANKLIN	324,200	319,100	98	B	4	COLUMBUS, OH
FULTON	12,500	12,200	97	B	4	TOLEDO
GALLIA	10,100	9,700	96	D	4	CHARLESTON-HUNTINGTON
GEAUGA	23,200	22,700	98	A	4	CLEVELAND
GREENE	40,500	39,900	98	B	4	DAYTON
GUERNSEY	14,600	14,100	97	C	4	WHEELING-STEUBENVILLE
HAMILTON	324,200	317,700	98	A	4	CINCINNATI
HANCOCK	22,700	22,300	98	C	4	TOLEDO
HARDIN	13,300	12,900	97	D	4	TOLEDO
HARRISON	6,600	6,400	97	D	4	WHEELING-STEUBENVILLE
HENRY	10,500	10,300	98	D	4	TOLEDO
HIGHLAND	11,600	11,200	97	D	4	CINCINNATI
HOCKING	7,800	7,600	97	D	4	COLUMBUS, OH
HOLMES	7,500	6,900	92	D	4	CLEVELAND
HURON	17,600	17,200	98	C	4	CLEVELAND
JACKSON	10,900	10,500	97	D	4	CHARLESTON-HUNTINGTON
JEFFERSON	32,200	31,700	98	B	4	WHEELING-STEUBENVILLE
KNOX	16,000	15,700	98	C	4	COLUMBUS, OH
LAKE	68,900	68,300	99	A	4	CLEVELAND
LAWRENCE	22,500	21,900	97	B	4	CHARLESTON-HUNTINGTON
LICKING	41,600	40,900	98	C	4	COLUMBUS, OH

OHIO

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
LOGAN	13,900	13,600	98	C	4	COLUMBUS, OH
LORAIN	91,200	90,000	99	A	4	CLEVELAND
LUCAS	175,600	173,100	99	B	4	TOLEDO
MADISON	10,600	10,300	97	B	4	COLUMBUS, OH
MAHONING	98,900	97,500	99	B	4	YOUNGSTOWN
MARION	22,900	22,500	98	C	4	COLUMBUS, OH
MEDINA	37,600	37,000	98	A	4	CLEVELAND
MEIGS	8,200	7,900	96	D	4	CHARLESTON-HUNTINGTON
MERCER	12,600	12,300	98	C	4	FT. WAYNE
MIAMI	32,100	31,600	98	B	4	DAYTON
MONROE	5,600	5,400	96	D	4	WHEELING-STEUBENVILLE
MONTGOMERY	209,900	207,100	99	B	4	DAYTON
MORGAN	4,600	4,400	96	D	4	COLUMBUS, OH
MORROW	8,700	8,500	98	D	4	COLUMBUS, OH
MUSKINGUM	29,500	28,800	97	C	4	ZANESVILLE
NOBLE	4,200	4,000	94	D	4	WHEELING-STEUBENVILLE
OTTAWA	13,500	13,300	99	B	4	TOLEDO
PAULDING	6,800	6,600	98	D	4	FT. WAYNE
PERRY	10,600	10,300	98	D	4	COLUMBUS, OH
PICKAWAY	15,200	15,000	99	B	4	COLUMBUS, OH
PIKE	7,700	7,400	96	D	4	COLUMBUS, OH
PORTAGE	41,800	41,200	99	C	4	CLEVELAND
PREBLE	13,200	13,000	99	B	4	DAYTON
PUTNAM	9,400	9,200	97	D	4	TOLEDO
RICHLAND	44,500	43,600	98	C	4	CLEVELAND
ROSS	21,500	20,900	97	C	4	COLUMBUS, OH
SANDUSKY	21,200	20,900	99	C	4	TOLEDO
SCIOTO	30,400	29,500	97	C	4	CHARLESTON-HUNTINGTON
SENECA	19,600	19,200	98	C	4	TOLEDO
SHELBY	13,600	13,400	98	C	4	DAYTON
STARK	134,900	132,600	98	B	4	CLEVELAND
SUMMIT	188,400	185,900	99	B	4	CLEVELAND
TRUMBULL	80,800	79,600	99	B	4	YOUNGSTOWN
TUSCARAWAS	28,600	27,800	97	C	4	CLEVELAND
UNION	10,500	10,300	98	D	4	COLUMBUS, OH
VAN WERT	11,200	11,000	98	D	4	FT. WAYNE
VINTON	3,700	3,600	96	D	4	CHARLESTON-HUNTINGTON
WARREN	30,400	29,900	98	A	4	CINCINNATI
WASHINGTON	21,300	20,500	96	C	4	CHARLESTON-HUNTINGTON
WAYNE	32,000	30,900	97	C	4	CLEVELAND
WILLIAMS	12,400	12,100	97	D	4	TOLEDO
WOOD	37,200	36,600	98	B	4	TOLEDO
WYANDOT	7,500	7,300	97	D	4	TOLEDO
STATE TOTAL	3,802,800	3,734,100	98			

OKLAHOMA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAIR	6,600	6,200	94	D	7	TULSA
ALFALFA	3,800	3,700	97	D	7	OKLAHOMA CITY
ATOKA	4,000	3,900	98	D	7	ARDMORE-ADA
BEAVER	2,600	2,500	97	D	7	WICHITA-HUTCHINSON
BECKHAM	8,000	7,700	96	D	7	OKLAHOMA CITY
BLAINE	5,200	5,100	98	D	7	OKLAHOMA CITY
BRYAN	11,900	11,400	96	D	7	ARDMORE-ADA
CADDO	13,300	13,000	97	D	7	OKLAHOMA CITY
CANADIAN	20,500	20,200	98	B	7	OKLAHOMA CITY
CARTER	18,300	17,800	97	C	7	ARDMORE-ADA
CHEROKEE	10,400	10,000	96	D	7	TULSA
CHOCTAW	6,200	5,800	93	D	7	ARDMORE-ADA
CIMARRON	1,400	1,300	93	D	7	AMARILLO
CLEVELAND	42,000	41,100	98	B	7	OKLAHOMA CITY
COAL	2,300	2,300	98	D	7	ARDMORE-ADA
COMANCHE	39,400	38,700	98	B	7	WICHITA FALLS-LAWTON
COTTON	3,000	2,900	98	D	7	WICHITA FALLS-LAWTON
CRAIG	6,200	6,000	97	D	7	TULSA
CREEK	23,100	22,500	97	B	7	TULSA
CUSTER	9,700	9,400	97	D	7	OKLAHOMA CITY

OKLAHOMA CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
DELAWARE	9,200	8,700	95	D	7	TULSA
DEWEY	2,800	2,700	96	D	7	OKLAHOMA CITY
ELLIS	2,200	2,100	94	D	7	OKLAHOMA CITY
GARFIELD	26,700	26,200	98	C	7	OKLAHOMA CITY
GARVIN	11,900	11,700	98	D	7	OKLAHOMA CITY
GRADY	16,300	15,900	98	C	7	OKLAHOMA CITY
GRANT	3,600	3,500	98	D	7	OKLAHOMA CITY
GREER	3,500	3,400	96	D	7	OKLAHOMA CITY
HARMON	1,900	1,800	97	D	7	WICHITA FALLS-LAWTON
HARPER	1,700	1,700	97	D	7	OKLAHOMA CITY
HASKELL	4,400	4,200	96	D	7	TULSA
HUGHES	6,100	6,000	98	D	7	OKLAHOMA CITY
JACKSON	12,800	12,500	98	C	7	WICHITA FALLS-LAWTON
JEFFERSON	4,200	4,100	97	D	7	WICHITA FALLS-LAWTON
JOHNSTON	4,100	3,900	96	D	7	ARDMORE-ADA
KAY	22,100	21,600	98	C	7	OKLAHOMA CITY
KINGFISHER	6,500	6,400	98	D	7	OKLAHOMA CITY
KIOWA	5,500	5,400	97	D	7	WICHITA FALLS-LAWTON
LATIMER	3,600	3,400	94	D	7	TULSA
LE FLORE	15,400	14,800	96	B	7	FT. SMITH
LINCOLN	9,600	9,400	98	D	7	OKLAHOMA CITY
LOGAN	9,600	9,400	97	D	7	OKLAHOMA CITY
LOVE	2,400	2,700	97	D	7	DALLAS-FT. WORTH
MAJOR	3,700	3,500	95	D	7	OKLAHOMA CITY
MARSHALL	4,100	4,000	98	D	7	ARDMORE-ADA
MAYES	12,800	12,400	97	B	7	TULSA
MC CLAIN	9,000	8,900	99	B	7	OKLAHOMA CITY
MC CURTAIN	13,100	12,400	95	D	7	SHREVEPORT-TEXARKANA
MC INTOSH	5,800	5,600	97	D	7	TULSA
MURRAY	4,300	4,200	98	D	7	OKLAHOMA CITY
MUSKOGEE	27,300	26,600	97	C	7	TULSA
NOBLE	4,900	4,800	98	D	7	OKLAHOMA CITY
NOWATA	4,600	4,500	98	D	7	TULSA
OKFUSKEE	5,100	4,900	96	D	7	TULSA
OKLAHOMA	220,400	217,000	98	B	7	OKLAHOMA CITY
OKMULGEE	15,300	15,000	98	C	7	TULSA
OSAGE	15,200	15,000	98	B	7	TULSA
OTTAWA	13,800	13,500	98	D	7	JOPLIN-PITTSBURG
PAWNEE	6,300	6,200	98	D	7	TULSA
PAYNE	22,400	21,800	97	C	7	OKLAHOMA CITY
PITTSBURG	14,400	14,000	97	C	7	TULSA
PONTOTOC	14,200	14,000	98	D	7	ARDMORE-ADA
POTTAWATOMIE	21,100	20,600	98	B	7	OKLAHOMA CITY
PUSHMATAHA	4,500	4,200	94	D	7	ARDMORE-ADA
ROGER MILLS	1,600	1,500	95	D	7	AMARILLO
ROGERS	14,800	14,400	98	B	7	TULSA
SEMINOLE	11,900	11,600	98	D	7	OKLAHOMA CITY
SEQUOYAH	10,900	10,400	96	B	7	FT. SMITH
STEPHENS	17,200	16,900	98	C	7	WICHITA FALLS-LAWTON
TEXAS	6,500	6,300	97	D	7	AMARILLO
TILLMAN	5,000	4,900	98	D	7	WICHITA FALLS-LAWTON
TULSA	179,000	176,400	99	B	7	TULSA
WAGONER	11,700	11,400	97	B	7	TULSA
WASHINGTON	17,800	17,600	99	C	7	TULSA
WASHITA	5,700	5,600	98	D	7	OKLAHOMA CITY
WOODS	4,200	4,100	97	D	7	OKLAHOMA CITY
WOODWARD	7,800	7,500	96	D	7	OKLAHOMA CITY
STATE TOTAL	1,160,800	1,134,700	98			

OREGON

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BAKER	6,200	5,700	92	D	9	PORTLAND, OR
BENTON	23,000	21,000	91	C	9	PORTLAND, OR
CLACKAMAS	86,500	82,700	96	B	9	PORTLAND, OR
CLATSOP	13,000	12,000	92	D	9	PORTLAND, OR
COLUMBIA	12,600	11,900	95	D	9	PORTLAND, OR
COOS	23,600	21,200	90	C	9	EUGENE
CROOK	5,200	4,800	93	D	9	PORTLAND, OR
CURRY	6,400	5,700	90	D	9	EUREKA
DESCHUTES	23,000	21,300	92	C	9	BEND
DOUGLAS	32,200	30,100	94	C	9	EUGENE
GILLIAM	700	600	91	D	9	PORTLAND, OR
GRANT	3,200	2,600	83	D	9	BOISE
HARNEY	2,900	2,600	89	D	9	PORTLAND, OR
HOOD RIVER	5,900	5,400	91	D	9	PORTLAND, OR
JACKSON	50,100	47,800	95	C	9	MEDFORD
JEFFERSON	3,600	3,400	93	D	9	PORTLAND, OR
JOSEPHINE	23,500	21,700	92	C	9	MEDFORD
KLAMATH	23,000	21,900	95	C	9	MEDFORD
LAKE	2,800	2,500	90	D	9	MEDFORD
LANE	100,900	95,900	95	B	9	EUGENE
LINCOLN	13,400	12,000	89	D	9	PORTLAND, OR
LINN	31,800	30,100	95	C	9	PORTLAND, OR
MALHEUR	8,900	8,400	94	D	9	BOISE
MARION	72,200	68,300	95	B	9	PORTLAND, OR
MORROW	3,100	2,800	90	D	9	YAKIMA
MULTNOMAH	220,700	209,600	95	B	9	PORTLAND, OR
POLK	16,400	15,600	95	C	9	PORTLAND, OR
SHERMAN	800	800	96	D	9	PORTLAND, OR
TILLAMOOK	7,900	7,100	90	D	9	PORTLAND, OR
UMATILLA	21,400	19,600	92	C	9	YAKIMA
UNION	9,500	8,600	91	D	9	SPOKANE
WALLOWA	2,900	2,600	90	D	9	SPOKANE
WASCO	7,900	7,300	92	D	9	PORTLAND, OR
WASHINGTON	82,600	80,000	97	B	9	PORTLAND, OR
WHEELER	1,000	900	92	D	9	PORTLAND, OR
YAMHILL	19,000	17,800	94	C	9	PORTLAND, OR
STATE TOTAL	967,800	912,300	94			

PENNSYLVANIA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	20,900	20,200	97	B	2	HARRISBURG-YORK-LANCASTER-LEBANON
ALLEGHENY	525,900	515,700	98	A	2	PITTSBURGH
ARMSTRONG	27,800	27,100	97	C	2	PITTSBURGH
BEAVER	71,800	70,500	98	A	2	PITTSBURGH
BEDFORD	16,200	15,500	96	C	2	JOHNSTOWN-ALTOONA
BERKS	119,900	117,000	98	B	2	PHILADELPHIA
BLAIR	49,400	48,200	98	B	2	JOHNSTOWN-ALTOONA
BRADFORD	19,400	18,800	97	C	2	BINGHAMTON
BUCKS	155,500	153,400	99	A	2	PHILADELPHIA
BUTLER	47,200	46,300	98	C	2	PITTSBURGH
CAMBRIA	65,200	63,900	98	B	2	JOHNSTOWN-ALTOONA
CAMERON	2,900	2,800	98	D	2	JOHNSTOWN-ALTOONA
CARBON	19,200	18,700	97	C	2	WILKES BARRE-SCRANTON
CENTRE	34,500	33,100	96	C	2	JOHNSTOWN-ALTOONA
CHESTER	100,100	98,000	98	A	2	PHILADELPHIA
CLARION	13,900	13,500	97	C	2	PITTSBURGH
CLEARFIELD	28,800	28,000	97	C	2	JOHNSTOWN-ALTOONA
CLINTON	13,500	13,100	97	C	2	JOHNSTOWN-ALTOONA
COLUMBIA	21,700	21,100	97	C	2	WILKES BARRE-SCRANTON
CRAWFORD	29,300	28,200	96	C	2	ERIE
CUMBERLAND	63,500	61,900	97	B	2	HARRISBURG-YORK-LANCASTER-LEBANON
DAUPHIN	86,200	83,800	97	B	2	HARRISBURG-YORK-LANCASTER-LEBANON
DELAWARE	192,000	189,700	99	A	2	PHILADELPHIA
ELK	11,700	11,400	97	D	2	JOHNSTOWN-ALTOONA
ERIE	88,600	86,900	98	B	2	ERIE

PENNSYLVANIA CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
FAYETTE	54,800	53,000	97	C	2	PITTSBURGH
FOREST	1,800	1,800	98	D	2	JOHNSTOWN-ALTOONA
FRANKLIN	37,500	35,800	95	C	2	WASHINGTON, DC
FULTON	4,500	4,200	93	D	2	JOHNSTOWN-ALTOONA
GREENE	14,600	14,100	97	C	2	PITTSBURGH
HUNTINGDON	13,000	12,500	96	C	2	JOHNSTOWN-ALTOONA
INDIANA	28,200	27,300	97	C	2	PITTSBURGH
JEFFERSON	17,200	16,700	97	C	2	PITTSBURGH
JUNIATA	6,400	6,000	94	D	2	HARRISBURG-YORK-LANCASTER-LEBANON
LACKAWANNA	87,600	86,000	98	B	2	WILKES BARRE-SCRANTON
LANCASTER	127,700	121,500	95	B	2	HARRISBURG-YORK-LANCASTER-LEBANON
LAWRENCE	35,800	34,900	98	C	2	PITTSBURGH
LEBANON	35,600	34,500	97	B	2	HARRISBURG-YORK-LANCASTER-LEBANON
LEHIGH	98,100	96,000	98	B	2	PHILADELPHIA
LUZERNE	122,500	120,000	98	B	2	WILKES BARRE-SCRANTON
LYCOMING	39,600	37,300	96	C	2	WILKES BARRE-SCRANTON
MC KEAN	18,900	18,200	96	C	2	BUFFALO
MERCER	41,500	40,400	97	C	2	YOUNGSTOWN
MIFFLIN	15,900	15,100	95	C	2	HARRISBURG-YORK-LANCASTER-LEBANON
MONROE	22,400	21,800	97	C	2	WILKES BARRE-SCRANTON
MONTGOMERY	217,000	213,700	98	A	2	PHILADELPHIA
MONTOUR	5,100	4,900	96	D	2	WILKES BARRE-SCRANTON
NORTHAMPTON	80,500	78,600	98	B	2	PHILADELPHIA
NORTHUMBERLAND	37,800	36,300	96	C	2	WILKES BARRE-SCRANTON
PERRY	12,600	12,200	96	B	2	HARRISBURG-YORK-LANCASTER-LEBANON
PHILADELPHIA	643,100	626,500	97	A	2	PHILADELPHIA
PIKE	6,200	5,900	95	D	2	NEW YORK
POTTER	6,100	5,800	96	D	2	BUFFALO
SCHUYLKILL	58,600	56,800	97	C	2	WILKES BARRE-SCRANTON
SNYDER	10,100	9,500	94	D	2	WILKES BARRE-SCRANTON
SOMERSET	30,000	29,000	97	B	2	JOHNSTOWN-ALTOONA
SULLIVAN	2,000	1,900	96	D	2	WILKES BARRE-SCRANTON
SUSQUEHANNA	12,900	12,500	97	C	2	WILKES BARRE-SCRANTON
TIOGA	13,600	13,000	95	C	2	ELMIRA
UNION	9,900	9,300	94	D	2	WILKES BARRE-SCRANTON
VENANGO	21,000	20,100	96	C	2	PITTSBURGH
WARREN	15,100	14,400	95	C	2	ERIE
WASHINGTON	77,400	75,700	98	A	2	PITTSBURGH
WAYNE	13,100	12,400	95	D	2	WILKES BARRE-SCRANTON
WESTMORELAND	133,000	130,600	98	A	2	PITTSBURGH
WYOMING	8,600	8,300	97	D	2	WILKES BARRE-SCRANTON
YORK	108,000	105,200	97	B	2	HARRISBURG-YORK-LANCASTER-LEBANON
STATE TOTAL	4,170,400	4,067,000	98			

RHODE ISLAND

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BRISTOL	19,300	19,100	99	B	1	PROVIDENCE-NEW BEDFORD
KENT	51,500	50,700	98	B	1	PROVIDENCE-NEW BEDFORD
NEWPORT	26,400	25,800	98	C	1	PROVIDENCE-NEW BEDFORD
PROVIDENCE	206,400	201,900	98	B	1	PROVIDENCE-NEW BEDFORD
WASHINGTON	28,300	27,900	97	C	1	PROVIDENCE-NEW BEDFORD
STATE TOTAL	327,900	321,000	98			

SOUTH CAROLINA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ABBEVILLE	8,200	7,900	96	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
AIKEN	35,200	34,500	98	B	3	AUGUSTA
ALLENDALE	3,300	3,100	94	D	3	AUGUSTA
ANDERSON	46,200	45,200	98	C	3	GREENVILLE-SPARTANBURG-ASHEVILLE
BAMBERG	5,000	4,700	95	D	3	AUGUSTA
BARNWELL	6,600	6,300	96	D	3	AUGUSTA
BEAUFORT	16,600	16,100	97	C	3	SAVANNAH
BERKELEY	24,500	23,400	96	B	3	CHARLESTON, SC
CALHOUN	3,600	3,400	94	D	3	COLUMBIA, SC
CHARLESTON	85,700	83,600	98	B	3	CHARLESTON, SC
CHEROKEE	15,500	15,100	98	C	3	GREENVILLE-SPARTANBURG-ASHEVILLE
CHESTER	10,700	10,400	97	D	3	CHARLOTTE
CHESTERFIELD	11,500	11,000	96	D	3	CHARLOTTE
CLARENDON	8,700	8,100	93	D	3	COLUMBIA, SC
COLLETON	10,100	9,500	94	D	3	CHARLESTON, SC
DARLINGTON	18,900	18,300	97	C	3	FLORENCE, SC
DILLON	9,100	8,700	96	D	3	FLORENCE, SC
DORCHESTER	17,600	17,000	97	B	3	CHARLESTON, SC
EDGEFIELD	5,500	5,300	96	D	3	AUGUSTA
FAIRFIELD	5,900	5,600	95	D	3	COLUMBIA, SC
FLORENCE	33,900	33,000	97	C	3	FLORENCE, SC
GEORGETOWN	12,500	11,900	95	C	3	CHARLESTON, SC
GREENVILLE	97,900	96,000	98	B	3	GREENVILLE-SPARTANBURG-ASHEVILLE
GREENWOOD	19,300	18,800	98	C	3	GREENVILLE-SPARTANBURG-ASHEVILLE
HAMPTON	6,800	5,700	94	D	3	CHARLESTON, SC
HORRY	32,200	30,900	96	C	3	WILMINGTON
JASPER	4,800	4,500	94	D	3	SAVANNAH
KERSHAW	11,900	11,400	96	D	3	COLUMBIA, SC
LANCASTER	16,800	16,400	98	C	3	CHARLOTTE
LAURENS	16,900	16,400	97	C	3	GREENVILLE-SPARTANBURG-ASHEVILLE
LEE	5,200	4,900	94	D	3	COLUMBIA, SC
LEXINGTON	46,800	45,300	97	B	3	COLUMBIA, SC
MARION	11,000	10,500	95	D	3	FLORENCE, SC
MARLBORO	9,400	9,000	96	D	3	FLORENCE, SC
MC CORMICK	2,400	2,300	95	D	3	AUGUSTA
NEWBERRY	11,100	10,700	97	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
OCONEE	17,700	17,300	98	C	3	GREENVILLE-SPARTANBURG-ASHEVILLE
ORANGEBURG	25,400	24,100	95	C	3	COLUMBIA, SC
PICKENS	24,700	24,000	97	B	3	GREENVILLE-SPARTANBURG-ASHEVILLE
RICHLAND	74,700	72,600	97	B	3	COLUMBIA, SC
SALUDA	4,700	4,500	96	D	3	AUGUSTA
SPARTANBURG	71,600	70,100	98	B	3	GREENVILLE-SPARTANBURG-ASHEVILLE
SUMTER	25,600	24,600	96	C	3	COLUMBIA, SC
UNION	11,700	11,400	98	D	3	GREENVILLE-SPARTANBURG-ASHEVILLE
WILLIAMSBURG	10,700	10,100	94	D	3	CHARLESTON, SC
YORK	34,500	33,600	97	C	3	CHARLOTTE
STATE TOTAL	987,800	957,200	97			

SOUTH DAKOTA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
AURORA	1,400	1,300	95	D	6	SIOUX FALLS-MITCHELL
BEADLE	7,100	6,900	97	D	6	SIOUX FALLS-MITCHELL
BENNETT	1,000	900	94	D	6	RAPID CITY
BON HOMME	3,100	3,000	96	D	6	SIOUX FALLS-MITCHELL
BROOKINGS	7,000	6,800	97	D	6	SIOUX FALLS-MITCHELL
BROWN	13,500	13,300	99	C	6	SIOUX FALLS-MITCHELL
BRULE	1,800	1,700	97	D	6	SIOUX FALLS-MITCHELL
BUFFALO	500	500	90	D	6	SIOUX FALLS-MITCHELL
BUTTE	3,400	3,300	97	D	6	RAPID CITY
CAMPBELL	800	800	94	D	6	MINOT-BISMARCK-DICKINSON
CHARLES MIX	3,800	3,600	95	D	6	SIOUX FALLS-MITCHELL
CLARK	2,300	2,200	98	D	6	SIOUX FALLS-MITCHELL
CLAY	4,600	4,500	98	D	6	SIOUX CITY
CODINGTON	7,600	7,500	98	D	6	SIOUX FALLS-MITCHELL
CORSON	1,300	1,200	92	D	6	MINOT-BISMARCK-DICKINSON

SOUTH DAKOTA

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
CUSTER	2,200	2,100	96	D	6	RAPID CITY
DAVISON	6,700	6,400	96	C	6	SIOUX FALLS-MITCHELL
DAY	3,200	3,100	98	D	6	SIOUX FALLS-MITCHELL
DEUEL	1,700	1,600	97	D	6	SIOUX FALLS-MITCHELL
DEWEY	2,100	1,900	92	D	6	MINOT-BISMARCK-DICKINSON
DOUGLAS	1,400	1,300	95	D	6	SIOUX FALLS-MITCHELL
EDMUNDS	1,600	1,500	96	D	6	SIOUX FALLS-MITCHELL
FALL RIVER	3,600	3,500	96	D	6	RAPID CITY
FAULK	1,100	1,100	97	D	6	SIOUX FALLS-MITCHELL
GRANT	3,500	3,400	97	D	6	SIOUX FALLS-MITCHELL
GREGORY	2,400	2,300	96	D	6	SIOUX FALLS-MITCHELL
HAAKON	900	900	96	D	6	RAPID CITY
HAMLIN	2,000	1,900	97	D	6	SIOUX FALLS-MITCHELL
HAND	1,800	1,800	97	D	6	SIOUX FALLS-MITCHELL
HANSON	1,200	1,200	97	C	6	SIOUX FALLS-MITCHELL
HARDING	600	600	95	D	6	RAPID CITY
HUGHES	5,500	5,400	98	D	6	SIOUX FALLS-MITCHELL
HUTCHINSON	3,200	3,100	96	D	6	SIOUX FALLS-MITCHELL
HYDE	800	800	98	D	6	SIOUX FALLS-MITCHELL
JACKSON	1,400	1,300	94	D	6	RAPID CITY
JERAULD	1,100	1,100	97	D	6	SIOUX FALLS-MITCHELL
JONES	600	600	96	D	6	SIOUX FALLS-MITCHELL
KINGSBURY	2,500	2,400	98	D	6	SIOUX FALLS-MITCHELL
LAKE	3,900	3,800	98	D	6	SIOUX FALLS-MITCHELL
LAWRENCE	5,900	5,700	97	D	6	RAPID CITY
LINCOLN	5,600	5,500	98	D	6	SIOUX FALLS-MITCHELL
LYMAN	1,500	1,500	98	D	6	SIOUX FALLS-MITCHELL
MARSHALL	2,300	2,200	95	D	6	SIOUX FALLS-MITCHELL
MC COOK	2,400	2,400	99	C	6	SIOUX FALLS-MITCHELL
MC PHERSON	1,700	1,600	95	D	6	MINOT-BISMARCK-DICKINSON
MEADE	6,200	6,000	97	D	6	RAPID CITY
MELLETTE	700	700	94	D	6	SIOUX FALLS-MITCHELL
MINER	1,400	1,400	97	D	6	SIOUX FALLS-MITCHELL
MINNEHAHA	36,200	35,800	99	C	6	SIOUX FALLS-MITCHELL
MOODY	2,500	2,400	98	D	6	SIOUX FALLS-MITCHELL
PENNINGTON	26,200	25,700	98	C	6	RAPID CITY
PERKINS	1,900	1,800	94	D	6	MINOT-BISMARCK-DICKINSON
POTTER	1,300	1,300	97	D	6	SIOUX FALLS-MITCHELL
ROBERTS	3,500	3,400	96	D	6	SIOUX FALLS-MITCHELL
SANBORN	1,100	1,100	96	D	6	SIOUX FALLS-MITCHELL
SHANNON	2,200	1,900	88	D	6	RAPID CITY
SPINK	3,400	3,300	98	D	6	SIOUX FALLS-MITCHELL
STANLEY	500	500	95	D	6	SIOUX FALLS-MITCHELL
SULLY	1,000	1,000	98	D	6	SIOUX FALLS-MITCHELL
TODD	1,900	1,700	91	D	6	SIOUX FALLS-MITCHELL
TRIPP	3,000	2,900	97	D	6	SIOUX FALLS-MITCHELL
TURNER	3,700	3,600	98	D	6	SIOUX FALLS-MITCHELL
UNION	4,300	4,300	99	D	6	SIOUX CITY
WALWORTH	2,400	2,300	95	D	6	MINOT-BISMARCK-DICKINSON
YANKTON	5,900	5,700	97	D	6	SIOUX FALLS-MITCHELL
ZIEBACH	1,000	900	89	D	6	RAPID CITY
STATE TOTAL	243,900	237,200	97			

TENNESSEE

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ANDERSON	23,200	22,900	99	B	5	KNOXVILLE
BEDFORD	10,200	10,000	98	D	5	NASHVILLE
BENTON	5,000	4,900	98	D	5	NASHVILLE
BLEDSOE	3,000	2,900	97	D	5	CHATTANOOGA
BLOUNT	28,300	27,900	99	B	5	KNOXVILLE
BRADLEY	23,000	22,700	99	C	5	CHATTANOOGA
CAMPBELL	11,900	11,500	97	D	5	KNOXVILLE
CANNON	3,500	3,400	98	D	5	NASHVILLE
CARROLL	10,300	10,000	97	D	5	NASHVILLE
CARTER	17,600	17,300	98	B	5	BRISTOL-KINGSPORT-JOHNSON CITY

TENNESSEE CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
CHEATHAM	6,200	6,100	98	B	5	NASHVILLE
CHESTER	4,300	4,200	98	D	5	MEMPHIS
CLAIBORNE	9,800	9,400	96	D	5	KNOXVILLE
CLAY	2,500	2,400	97	D	5	NASHVILLE
COCKE	9,700	9,400	97	D	5	KNOXVILLE
COFFEE	12,800	12,600	99	C	5	NASHVILLE
CROCKETT	5,300	5,200	98	D	5	MEMPHIS
CUMBERLAND	9,700	9,400	97	D	5	KNOXVILLE
DAVIDSON	169,300	167,700	99	B	5	NASHVILLE
DE KALB	5,000	4,900	97	D	5	NASHVILLE
DECATUR	3,800	3,700	97	D	5	NASHVILLE
DICKSON	11,000	10,800	99	B	5	NASHVILLE
DYER	12,400	12,100	98	D	5	MEMPHIS
FAYETTE	7,200	6,900	96	D	5	MEMPHIS
FENTRESS	4,400	4,200	96	D	5	KNOXVILLE
FRANKLIN	10,400	10,200	98	D	5	NASHVILLE
GIBSON	18,000	17,600	98	C	5	MEMPHIS
GILES	8,700	8,500	97	D	5	NASHVILLE
GRAINGER	6,000	5,800	97	D	5	KNOXVILLE
GREENE	18,700	18,300	98	C	5	BRISTOL-KINGSPORT-JOHNSON CITY
GRUNDY	4,100	4,000	97	D	5	CHATTANOOGA
HAMBLEN	16,200	15,900	98	C	5	KNOXVILLE
HAMILTON	112,200	110,900	99	B	5	CHATTANOOGA
HANCOCK	2,200	2,100	97	D	5	KNOXVILLE
HARDEMAN	6,600	6,400	97	D	5	MEMPHIS
HARDIN	7,600	7,300	96	D	5	JACKSON, TN
HAWKINS	13,700	13,300	97	B	5	BRISTOL-KINGSPORT-JOHNSON CITY
HAYWOOD	7,100	6,900	97	D	5	MEMPHIS
HENDERSON	7,700	7,500	97	D	5	JACKSON, TN
HENRY	10,900	10,600	97	D	5	NASHVILLE
HICKMAN	5,300	5,200	98	D	5	NASHVILLE
HOUSTON	2,400	2,300	97	D	5	NASHVILLE
HUMPHREYS	5,600	5,500	98	D	5	NASHVILLE
JACKSON	3,500	3,400	97	D	5	NASHVILLE
JEFFERSON	10,600	10,400	98	D	5	KNOXVILLE
JOHNSON	5,000	4,900	97	D	5	BRISTOL-KINGSPORT-JOHNSON CITY
KNOX	110,600	109,100	99	B	5	KNOXVILLE
LAKE	2,300	2,200	97	D	5	PADUCAH-CAPE GIRARDEAU-HARRISBURG
LAUDERDALE	8,100	7,900	98	D	5	MEMPHIS
LAWRENCE	12,700	12,400	98	D	5	NASHVILLE
LEWIS	3,500	3,400	97	D	5	NASHVILLE
LINCOLN	8,800	8,600	97	D	5	HUNTSVILLE-DECATUR-FLORENCE
LOUDON	10,100	10,000	99	D	5	KNOXVILLE
MACON	5,800	5,700	98	D	5	NASHVILLE
MADISON	25,700	25,200	98	C	5	JACKSON, TN
MARION	8,000	7,900	98	B	5	CHATTANOOGA
MARSHALL	7,000	6,900	98	D	5	NASHVILLE
MAURY	17,200	16,900	98	C	5	NASHVILLE
MC NAIRY	8,200	8,000	97	D	5	MEMPHIS
MCMINN	14,400	14,100	98	C	5	CHATTANOOGA
MEIGS	2,600	2,600	98	D	5	CHATTANOOGA
MONROE	9,600	9,400	97	D	5	KNOXVILLE
MONTGOMERY	26,000	25,700	99	C	5	NASHVILLE
MOORE	1,700	1,700	97	D	5	NASHVILLE
MORGAN	5,200	5,100	97	D	5	KNOXVILLE
OBION	14,000	13,700	98	D	5	PADUCAH-CAPE GIRARDEAU-HARRISBURG
OVERTON	6,500	6,400	97	D	5	NASHVILLE
PERRY	2,400	2,300	98	D	5	NASHVILLE
PICKETT	1,600	1,500	96	D	5	NASHVILLE
POLK	4,800	4,700	98	D	5	CHATTANOOGA
PUTNAM	15,500	15,200	98	C	5	NASHVILLE
RHEA	8,500	8,300	97	D	5	CHATTANOOGA
ROANE	17,000	16,700	98	C	5	KNOXVILLE
ROBERTSON	11,900	11,700	99	B	5	NASHVILLE
RUTHERFORD	26,700	26,300	99	B	5	NASHVILLE
SCOTT	5,800	5,600	96	D	5	KNOXVILLE
SEQUATCHIE	2,400	2,300	98	B	5	CHATTANOOGA
SEVIER	14,000	13,600	97	C	5	KNOXVILLE
SHELBY	266,100	262,500	99	B	5	MEMPHIS
SMITH	5,400	5,300	98	D	5	NASHVILLE
STEWART	3,400	3,300	98	D	5	NASHVILLE
SULLIVAN	50,100	49,500	99	B	5	BRISTOL-KINGSPORT-JOHNSON CITY
SUMNER	29,800	29,300	98	B	5	NASHVILLE
TIPTON	10,700	10,400	98	B	5	MEMPHIS
TROUSDALE	2,000	2,000	98	D	5	NASHVILLE

TENNESSEE CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
UNICOI	5,700	5,600	98	B	5	BRISTOL-KINGSPORT-JOHNSON CITY
UNION	3,900	3,800	97	B	5	KNOXVILLE
VAN BUREN	1,400	1,300	96	D	5	NASHVILLE
WARREN	12,000	11,700	97	D	5	NASHVILLE
WASHINGTON	29,600	29,200	99	B	5	BRISTOL-KINGSPORT-JOHNSON CITY
WAYNE	4,700	4,500	96	D	5	NASHVILLE
WEAKLEY	11,300	11,000	98	D	5	PADUCAH-CAPE GIRARDEAU-HARRISBURG
WHITE	7,400	7,200	97	D	5	NASHVILLE
WILLIAMSON	18,600	18,300	98	B	5	NASHVILLE
WILSON	19,700	19,400	98	B	5	NASHVILLE
STATE TOTAL	1,592,400	1,564,900	98			

TEXAS

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ANDERSON	13,600	13,100	96	C	7	DALLAS-FT. WORTH
ANDREWS	4,300	4,200	98	D	7	ODESSA-MIDLAND
ANGELINA	20,400	19,800	97	C	7	TYLER
ARANSAS	4,700	4,600	98	D	7	CORPUS CHRISTI
ARCHER	2,600	2,600	99	B	7	WICHITA FALLS-LAWTON
ARMSTRONG	1,000	1,000	98	D	7	AMARILLO
ATASCOSA	6,500	6,200	96	D	7	SAN ANTONIO
AUSTIN	6,400	6,100	95	D	7	HOUSTON
BAILEY	2,700	2,600	98	D	7	LUBBOCK
BANDERA	3,100	3,000	97	D	7	SAN ANTONIO
BASTROP	7,800	7,400	95	D	7	AUSTIN, TX
BAYLOR	2,000	2,000	99	D	7	WICHITA FALLS-LAWTON
BEE	7,300	7,000	96	D	7	CORPUS CHRISTI
BELL	56,500	55,400	98	B	7	WACO-TEMPLE
BEXAR	313,500	306,400	98	B	7	SAN ANTONIO
BLANCO	1,700	1,600	96	D	7	AUSTIN, TX
BORDEN	600	600	96	D	7	LUBBOCK
BOSQUE	6,000	5,800	97	D	7	DALLAS-FT. WORTH
BOWIE	28,600	27,900	98	B	7	SHREVEPORT-TEXARKANA
BRAZORIA	52,500	51,600	98	A	7	HOUSTON
BRAZOS	29,500	28,600	97	C	7	WACO-TEMPLE
BREWSTER	2,700	2,500	93	D	7	ODESSA-MIDLAND
BRISCOE	1,000	1,000	98	D	7	AMARILLO
BROOKS	2,200	2,100	96	D	7	CORPUS CHRISTI
BROWN	12,100	11,600	96	D	7	ABILENE-SWEETWATER
BURLESON	4,100	3,900	94	D	7	WACO-TEMPLE
BURNET	7,100	6,900	98	D	7	AUSTIN, TX
CALDWELL	6,800	6,500	96	D	7	AUSTIN, TX
CALHOUN	5,800	5,600	96	D	7	HOUSTON
CALLAHAN	4,400	4,300	98	C	7	ABILENE-SWEETWATER
CAMERON	55,300	53,800	97	B	7	MCALLEN-BROWNSVILLE (LRGV)
CAMP	3,300	3,100	95	D	7	SHREVEPORT-TEXARKANA
CARSON	2,600	2,600	99	D	7	AMARILLO
CASS	9,900	9,600	97	D	7	SHREVEPORT-TEXARKANA
CASTRO	2,700	2,600	97	D	7	AMARILLO
CHAMBERS	5,600	5,500	98	D	7	HOUSTON
CHEROKEE	12,100	11,600	95	D	7	TYLER
CHILDRESS	3,000	2,900	97	D	7	AMARILLO
CLAY	3,600	3,500	98	B	7	WICHITA FALLS-LAWTON
COCHRAN	1,400	1,400	98	D	7	LUBBOCK
COKE	1,400	1,400	98	D	7	ABILENE-SWEETWATER
COLEMAN	4,600	4,500	97	D	7	ABILENE-SWEETWATER
COLLIN	45,100	44,000	98	A	7	DALLAS-FT. WORTH
COLLINGSWORTH	2,000	1,900	94	D	7	AMARILLO
COLORADO	6,500	6,200	95	D	7	HOUSTON
COMAL	12,100	11,800	97	B	7	SAN ANTONIO
COMANCHE	5,300	5,000	95	D	7	DALLAS-FT. WORTH
CONCHO	1,000	1,000	97	D	7	SAN ANGELO
COOKE	9,200	9,000	98	D	7	DALLAS-FT. WORTH
CORYELL	10,700	10,500	98	B	7	WACO-TEMPLE

TEXAS

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
JOHNSON	24,900	24,400	98	A	7	DALLAS-FT. WORTH
JONES	7,100	6,900	98	C	7	ABILENE-SWEETWATER
KARNES	4,100	3,900	96	D	7	SAN ANTONIO
KAUFMAN	13,500	13,100	97	A	7	DALLAS-FT. WORTH
KENDALL	3,700	3,500	95	D	7	SAN ANTONIO
KENEDY	200	200	97	D	7	CORPUS CHRISTI
KENT	300	300	98	D	7	LUBBOCK
KERR	9,800	9,400	96	D	7	SAN ANTONIO
KIMBLE	1,800	1,700	92	D	7	SAN ANTONIO
KING	200	200	93	D	7	WICHITA FALLS-LAWTON
KINNEY	700	600	91	D	7	SAN ANTONIO
KLEBERG	9,800	9,500	97	D	7	CORPUS CHRISTI
KNOX	2,300	2,200	97	D	7	WICHITA FALLS-LAWTON
LA SALLE	1,700	1,600	93	D	7	SAN ANTONIO
LAMAR	14,500	13,600	94	D	7	DALLAS-FT. WORTH
LAMB	6,200	6,100	98	D	7	LUBBOCK
LAMPASAS	4,400	4,300	97	D	7	WACO-TEMPLE
LAVACA	7,200	6,700	92	D	7	SAN ANTONIO
LEE	3,900	3,700	95	D	7	AUSTIN, TX
LEON	3,900	3,600	93	D	7	WACO-TEMPLE
LIBERTY	15,700	15,200	97	A	7	HOUSTON
LIMESTONE	6,400	6,100	96	D	7	WACO-TEMPLE
LIPSCOMB	1,400	1,300	95	D	7	AMARILLO
LIVE OAK	2,800	2,700	96	D	7	SAN ANTONIO
LLANO	4,500	4,300	96	D	7	AUSTIN, TX
LOVING	100	100	97	D	7	ODESSA-MIDLAND
LUBBOCK	72,500	71,300	98	B	7	LUBBOCK
LYNN	3,300	3,200	98	D	7	LUBBOCK
MADISON	3,400	3,200	94	D	7	WACO-TEMPLE
MARION	3,200	3,000	95	D	7	SHREVEPORT-TEXARKANA
MARTIN	1,500	1,500	98	D	7	ODESSA-MIDLAND
MASON	1,400	1,300	93	D	7	AUSTIN, TX
MATAGORDA	11,800	11,400	96	D	7	HOUSTON
MAVERICK	6,500	5,900	90	D	7	SAN ANTONIO
MC CULLOCH	3,400	3,200	94	D	7	ABILENE-SWEETWATER
MC LENNAN	60,100	58,900	98	B	7	WACO-TEMPLE
MCMULLEN	300	300	95	D	7	SAN ANTONIO
MEDINA	6,600	6,300	96	D	7	SAN ANTONIO
MENARD	1,100	1,000	89	D	7	ABILENE-SWEETWATER
MIDLAND	27,400	27,000	98	B	7	ODESSA-MIDLAND
MILAM	7,900	7,600	96	D	7	WACO-TEMPLE
MILLS	1,800	1,700	95	D	7	WACO-TEMPLE
MITCHELL	3,000	2,900	97	D	7	ABILENE-SWEETWATER
MONTAGUE	6,700	6,500	98	D	7	WICHITA FALLS-LAWTON
MONTGOMERY	38,400	37,000	96	A	7	HOUSTON
MOORE	5,100	5,000	99	D	7	AMARILLO
MORRIS	4,600	4,500	97	D	7	SHREVEPORT-TEXARKANA
MOTLEY	700	700	93	D	7	LUBBOCK
NACOGDOCHES	14,600	13,900	95	C	7	SHREVEPORT-TEXARKANA
NAVARRO	12,500	12,000	96	D	7	DALLAS-FT. WORTH
NEWTON	4,600	4,300	94	D	7	BEAUMONT-PORT ARTHUR
NOLAN	6,200	6,100	98	C	7	ABILENE-SWEETWATER
NUECES	81,300	79,400	98	B	7	CORPUS CHRISTI
OCHILTREE	3,100	3,000	98	D	7	AMARILLO
OLDHAM	700	700	98	D	7	AMARILLO
ORANGE	29,800	29,300	98	B	7	BEAUMONT-PORT ARTHUR
PALO PINTO	9,000	8,700	97	D	7	DALLAS-FT. WORTH
PANOLA	7,000	6,700	96	D	7	SHREVEPORT-TEXARKANA
PARKER	13,300	13,000	98	A	7	DALLAS-FT. WORTH
PARMER	3,000	2,900	98	D	7	AMARILLO
PECOS	4,700	4,600	97	D	7	ODESSA-MIDLAND
POLK	7,100	6,700	95	D	7	HOUSTON
POTTER	35,500	35,000	99	B	7	AMARILLO
PRESIDIO	1,500	1,400	91	D	7	ODESSA-MIDLAND
RAINS	1,900	1,800	96	D	7	DALLAS-FT. WORTH
RANDALL	26,300	26,100	99	B	7	AMARILLO
REAGAN	1,200	1,200	99	D	7	ODESSA-MIDLAND
REAL	700	600	90	D	7	SAN ANTONIO
RED RIVER	5,200	4,900	94	D	7	SHREVEPORT-TEXARKANA
REEVES	4,400	4,300	97	D	7	ODESSA-MIDLAND
REFUGIO	3,100	3,000	98	D	7	CORPUS CHRISTI
ROBERTS	400	400	99	D	7	AMARILLO
ROBERTSON	5,500	5,300	96	D	7	WACO-TEMPLE
ROCKWALL	4,400	4,300	97	A	7	DALLAS-FT. WORTH
RUNNELS	4,700	4,600	97	D	7	ABILENE-SWEETWATER

TEXAS CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
COTTLE	1,300	1,200	96	D	7	AMARILLO
CRANE	1,700	1,700	99	D	7	ODESSA-MIDLAND
CROCKETT	1,700	1,600	95	D	7	ODESSA-MIDLAND
CROSBY	2,900	2,900	98	D	7	LUBBOCK
CULBERSON	1,100	1,000	95	D	7	EL PASO
DALLAM	2,100	2,000	97	D	7	AMARILLO
DALLAS	550,600	542,500	99	A	7	DALLAS-FT. WORTH
DAWSON	5,600	5,400	97	D	7	LUBBOCK
DE WITT	7,200	6,800	95	D	7	SAN ANTONIO
DEAF SMITH	5,600	5,500	98	D	7	AMARILLO
DELTA	1,800	1,700	95	D	7	DALLAS-FT. WORTH
DENTON	39,100	38,400	98	A	7	DALLAS-FT. WORTH
DICKENS	1,400	1,400	97	D	7	LUBBOCK
DIMMIT	3,200	2,900	92	D	7	SAN ANTONIO
DONLEY	1,400	1,300	96	D	7	AMARILLO
DUVAL	3,800	3,600	94	D	7	CORPUS CHRISTI
EASTLAND	7,700	7,400	96	D	7	ABILENE-SWEETWATER
ECTOR	39,800	39,200	98	B	7	ODESSA-MIDLAND
EDWARDS	1,000	900	93	D	7	SAN ANTONIO
EL PASO	137,500	135,100	98	B	7	EL PASO
ELLIS	20,500	20,000	98	A	7	DALLAS-FT. WORTH
ERATH	8,400	8,200	98	D	7	DALLAS-FT. WORTH
FALLS	6,200	6,000	96	D	7	WACO-TEMPLE
FANNIN	9,500	9,100	96	D	7	DALLAS-FT. WORTH
FAYETTE	7,500	6,800	91	D	7	AUSTIN, TX
FISHER	2,700	2,600	97	D	7	ABILENE-SWEETWATER
FLOYD	3,600	3,500	99	D	7	LUBBOCK
FOARD	800	800	98	D	7	WICHITA FALLS-LAWTON
FORT BEND	30,800	29,900	97	A	7	HOUSTON
FRANKLIN	2,800	2,700	95	D	7	DALLAS-FT. WORTH
FREESTONE	4,700	4,500	95	D	7	DALLAS-FT. WORTH
FRIO	4,000	3,800	94	D	7	SAN ANTONIO
GAINES	3,900	3,800	98	D	7	LUBBOCK
GALVESTON	73,200	71,600	98	A	7	HOUSTON
GARZA	2,000	2,000	98	D	7	LUBBOCK
GILLESPIE	4,600	4,300	94	D	7	SAN ANTONIO
GLASSCOCK	300	300	99	D	7	ODESSA-MIDLAND
GOLIAD	1,800	1,700	95	D	7	SAN ANTONIO
GONZALES	5,600	5,400	96	D	7	SAN ANTONIO
GRAY	9,700	9,600	99	D	7	AMARILLO
GRAYSON	34,100	33,300	98	C	7	DALLAS-FT. WORTH
GREGG	32,600	31,800	98	C	7	SHREVEPORT-TEXARKANA
GRIMES	4,600	4,400	95	D	7	HOUSTON
GUADALUPE	14,100	13,600	96	B	7	SAN ANTONIO
HALE	11,700	11,400	98	D	7	LUBBOCK
HALL	2,100	2,000	95	D	7	AMARILLO
HAMILTON	3,500	3,400	96	D	7	DALLAS-FT. WORTH
HANSFORD	2,100	2,100	98	D	7	AMARILLO
HARDEMAN	2,400	2,300	96	D	7	WICHITA FALLS-LAWTON
HARDIN	13,500	13,100	97	B	7	BEAUMONT-PORT ARTHUR
HARRIS	874,200	858,700	98	A	7	HOUSTON
HARRISON	16,600	16,000	97	C	7	SHREVEPORT-TEXARKANA
HARTLEY	800	800	99	D	7	AMARILLO
HASKELL	3,100	3,000	97	D	7	ABILENE-SWEETWATER
HAYS	10,900	10,600	97	B	7	AUSTIN, TX
HEMPHILL	1,700	1,700	97	D	7	AMARILLO
HENDERSON	13,300	12,800	96	D	7	DALLAS-FT. WORTH
HIDALGO	67,800	65,500	97	B	7	MCALLEN-BROWNSVILLE (LRGV)
HILL	9,100	8,800	97	D	7	DALLAS-FT. WORTH
HOCKLEY	7,200	7,100	99	D	7	LUBBOCK
HOOD	5,600	5,500	98	A	7	DALLAS-FT. WORTH
HOPKINS	8,800	8,500	97	D	7	DALLAS-FT. WORTH
HOUSTON	7,000	6,600	94	D	7	TYLER
HOWARD	11,100	11,000	99	D	7	ODESSA-MIDLAND
HUDSPETH	1,000	900	93	D	7	EL PASO
HUNT	19,000	18,400	97	C	7	DALLAS-FT. WORTH
HUTCHINSON	10,300	10,200	99	D	7	AMARILLO
IRION	500	500	95	D	7	SAN ANGELO
JACK	3,000	2,900	98	D	7	DALLAS-FT. WORTH
JACKSON	5,000	4,800	96	D	7	HOUSTON
JASPER	9,800	9,400	96	D	7	BEAUMONT-PORT ARTHUR
JEFF DAVIS	700	600	92	D	7	ODESSA-MIDLAND
JEFFERSON	90,000	88,700	99	B	7	BEAUMONT-PORT ARTHUR
JIM HOGG	1,600	1,500	93	D	7	CORPUS CHRISTI
JIM WELLS	10,300	9,900	96	D	7	CORPUS CHRISTI

TEXAS

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
RUSK	14,700	14,200	97	C	7	SHREVEPORT-TEXARKANA
SABINE	2,700	2,500	93	D	7	BEAUMONT-PORT ARTHUR
SAN AUGUSTINE	3,000	2,800	94	D	7	SHREVEPORT-TEXARKANA
SAN JACINTO	3,600	3,300	92	D	7	HOUSTON
SAN PATRICIO	17,100	16,500	97	B	7	CORPUS CHRISTI
SAN SABA	2,300	2,200	96	D	7	AUSTIN, TX
SCHLEICHER	900	900	96	D	7	SAN ANGELO
SCURRY	6,800	6,600	98	D	7	ABILENE-SWEETWATER
SHACKELFORD	1,300	1,300	97	D	7	ABILENE-SWEETWATER
SHELBY	7,400	7,000	95	D	7	SHREVEPORT-TEXARKANA
SHERMAN	1,300	1,300	98	D	7	AMARILLO
SMITH	43,300	42,200	97	C	7	TYLER
SOMERVELL	1,900	1,900	98	D	7	DALLAS-FT. WORTH
STARR	5,200	4,900	94	D	7	MCALLEN-BROWNSVILLE (LRGV)
STEPHENS	4,200	4,100	97	D	7	DALLAS-FT. WORTH
STERLING	500	500	96	D	7	SAN ANGELO
STONEWALL	900	900	98	D	7	ABILENE-SWEETWATER
SUTTON	1,700	1,600	92	D	7	ABILENE-SWEETWATER
SWISHER	3,600	3,600	99	D	7	AMARILLO
TARRANT	290,100	285,800	99	A	7	DALLAS-FT. WORTH
TAYLOR	38,900	38,300	98	C	7	ABILENE-SWEETWATER
TERRELL	500	500	93	D	7	ODESSA-MIDLAND
TERRY	4,600	4,500	98	D	7	LUBBOCK
THROCKMORTON	800	800	96	D	7	WICHITA FALLS-LAWTON
TITUS	7,400	7,100	96	D	7	SHREVEPORT-TEXARKANA
TOM GREEN	30,300	29,600	98	C	7	SAN ANGELO
TRAVIS	135,800	132,800	98	B	7	AUSTIN, TX
TRINITY	2,900	2,700	93	D	7	TYLER
TYLER	5,500	5,200	95	D	7	BEAUMONT-PORT ARTHUR
UPSHUR	10,000	9,700	97	D	7	SHREVEPORT-TEXARKANA
UPTON	1,500	1,500	97	D	7	ODESSA-MIDLAND
UVALDE	6,700	6,400	95	D	7	SAN ANTONIO
VAL VERDE	9,500	8,900	94	D	7	SAN ANTONIO
VAN ZANDT	11,300	10,900	96	D	7	DALLAS-FT. WORTH
VICTORIA	21,900	20,700	96	C	7	VICTORIA
WALKER	9,900	9,300	94	C	7	HOUSTON
WALLER	5,100	4,900	96	A	7	HOUSTON
WARD	4,300	4,200	98	B	7	ODESSA-MIDLAND
WASHINGTON	7,500	7,000	93	D	7	HOUSTON
WEBB	25,600	24,700	96	C	7	LAREDO
WHARTON	12,700	12,200	96	C	7	HOUSTON
WHEELER	2,700	2,600	95	D	7	AMARILLO
WICHITA	42,900	42,400	99	B	7	WICHITA FALLS-LAWTON
WILBARGER	5,900	5,800	99	D	7	WICHITA FALLS-LAWTON
WILLACY	4,600	4,500	97	D	7	MCALLEN-BROWNSVILLE (LRGV)
WILLIAMSON	23,000	22,300	97	B	7	AUSTIN, TX
WILSON	4,800	4,600	95	D	7	SAN ANTONIO
WINKLER	3,600	3,500	98	D	7	ODESSA-MIDLAND
WISE	8,500	8,300	98	A	7	DALLAS-FT. WORTH
WOOD	8,900	8,600	97	D	7	DALLAS-FT. WORTH
YOAKUM	2,700	2,700	99	D	7	LUBBOCK
YOUNG	7,800	7,600	98	D	7	WICHITA FALLS-LAWTON
ZAPATA	2,300	2,100	91	D	7	LAREDO
ZAVALA	3,000	2,800	92	D	7	SAN ANTONIO
STATE TOTAL	4,742,100	4,631,300	98			

UTAH

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BEAVER	1,700	1,600	97	D	8	SALT LAKE CITY
BOX ELDER	10,000	9,800	98	D	8	SALT LAKE CITY
CACHE	15,900	15,400	97	C	8	SALT LAKE CITY
CARBON	8,600	8,300	97	D	8	SALT LAKE CITY
DAGGETT	300	300	90	D	8	SALT LAKE CITY
DAVIS	36,000	35,600	99	B	8	SALT LAKE CITY
DUCHESNE	4,100	3,900	95	D	8	SALT LAKE CITY
EMERY	3,900	3,800	97	D	8	SALT LAKE CITY
GARFIELD	1,300	1,200	90	D	8	SALT LAKE CITY
GRAND	2,500	2,300	90	D	8	SALT LAKE CITY

UTAH

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
IRON	4,900	4,600	93	D	B	SALT LAKE CITY
JUAB	2,100	2,000	97	D	B	SALT LAKE CITY
KANE	1,500	1,300	88	D	B	SALT LAKE CITY
MILLARD	2,700	2,600	97	D	B	SALT LAKE CITY
MORGAN	1,600	1,500	96	D	B	SALT LAKE CITY
PIUTE	500	300	96	D	B	SALT LAKE CITY
RICH	700	700	95	D	B	SALT LAKE CITY
SALT LAKE	185,400	182,100	98	B	B	SALT LAKE CITY
SAN JUAN	3,300	3,000	90	D	B	SALT LAKE CITY
SANPETE	4,800	4,700	97	D	B	SALT LAKE CITY
SEVIER	5,300	5,200	98	D	B	SALT LAKE CITY
SUMMIT	2,600	2,500	96	D	B	SALT LAKE CITY
TOOELE	7,600	7,500	99	B	B	SALT LAKE CITY
UINTAH	6,300	6,000	95	D	B	SALT LAKE CITY
UTAH	55,000	53,700	98	B	B	SALT LAKE CITY
WASATCH	2,300	2,200	96	D	B	SALT LAKE CITY
WASHINGTON	6,900	6,400	93	D	B	SALT LAKE CITY
WAYNE	700	700	97	D	B	SALT LAKE CITY
WEBER	45,300	44,600	98	B	B	SALT LAKE CITY
STATE TOTAL	423,800	414,000	98			

VERMONT

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADDISON	8,500	8,100	95	D	1	BURLINGTON-PLATTSBURGH
BENNINGTON	11,700	11,200	96	D	1	ALBANY-SCHENECTADY-TROY
CALEDONIA	9,600	9,200	96	D	1	BURLINGTON-PLATTSBURGH
CHITTENDEN	38,500	37,400	97	B	1	BURLINGTON-PLATTSBURGH
ESSEX	2,400	2,300	97	D	1	PORTLAND-POLAND SPRING
FRANKLIN	11,500	11,300	98	D	1	BURLINGTON-PLATTSBURGH
GRAND ISLE	1,400	1,400	98	D	1	BURLINGTON-PLATTSBURGH
LAMOILLE	5,500	5,300	97	D	1	BURLINGTON-PLATTSBURGH
ORANGE	7,300	7,000	95	D	1	BURLINGTON-PLATTSBURGH
ORLEANS	8,600	8,400	97	D	1	BURLINGTON-PLATTSBURGH
RUTLAND	20,200	19,300	96	C	1	BURLINGTON-PLATTSBURGH
WASHINGTON	18,600	18,000	97	C	1	BURLINGTON-PLATTSBURGH
WINDHAM	13,400	12,300	92	D	1	BOSTON
WINDSOR	19,100	18,100	95	C	1	BURLINGTON-PLATTSBURGH
STATE TOTAL	176,300	169,300	96			

VIRGINIA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ACCOMACK	12,900	12,300	95	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
ALBEMARLE	17,600	16,900	96	C	3	CHARLOTTESVILLE
ALEXANDRIA CITY	44,900	44,400	99	A	3	WASHINGTON, DC
ALLEGHANY	4,400	4,300	98	D	3	ROANOKE-LYNCHBURG
AMELIA	3,000	2,800	94	D	3	RICHMOND
AMHERST	8,500	8,200	96	B	3	ROANOKE-LYNCHBURG
APPOMATTOX	4,200	4,100	97	B	3	ROANOKE-LYNCHBURG
ARLINGTON	67,700	66,900	99	A	3	WASHINGTON, DC
AUGUSTA	17,100	16,700	97	C	3	RICHMOND
BATH	2,500	2,400	97	D	3	ROANOKE-LYNCHBURG
BEDFORD	11,600	11,200	97	B	3	ROANOKE-LYNCHBURG
BEDFORD CITY	2,500	2,400	97	B	3	ROANOKE-LYNCHBURG
BLAND	2,400	2,200	93	D	3	BLUEFIELD-BECKLEY-OAK HILL
BOTETOURT	8,500	8,300	98	B	3	ROANOKE-LYNCHBURG
BRISTOL CITY	8,200	8,000	98	B	3	BRISTOL-KINGSPORT-JOHNSON CITY
BRUNSWICK	5,200	5,000	95	D	3	RICHMOND
BUCHANAN	10,700	10,100	95	D	3	BRISTOL-KINGSPORT-JOHNSON CITY
BUCKINGHAM	4,300	4,100	95	D	3	RICHMOND
BUENA VISTA CITY	2,100	2,000	96	D	3	ROANOKE-LYNCHBURG
CAMPBELL	16,100	15,700	98	B	3	ROANOKE-LYNCHBURG

VIRGINIA CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
CAROLINE	5,500	5,300	96	D	3	RICHMOND
CARROLL	8,900	8,500	96	D	3	ROANOKE-LYNCHBURG
CHARLES CITY	1,800	1,700	95	B	3	RICHMOND
CHARLOTTE	4,500	4,300	96	D	3	ROANOKE-LYNCHBURG
CHARLOTTESVILLE CITY	14,800	14,200	96	C	3	CHARLOTTESVILLE
CHESAPEAKE CITY	37,100	36,400	98	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
CHESTERFIELD	46,100	45,600	99	B	3	RICHMOND
CLARKE	3,600	3,500	98	D	3	WASHINGTON, DC
CLIFTON FORGE CITY	2,100	2,000	96	D	3	ROANOKE-LYNCHBURG
COLONIAL HGTS CITY	7,300	7,000	96	B	3	RICHMOND
COVINGTON CITY	3,800	3,700	98	D	3	ROANOKE-LYNCHBURG
CRAIG	1,800	1,700	95	B	3	ROANOKE-LYNCHBURG
CULPEPER	7,900	7,700	97	D	3	WASHINGTON, DC
CUMBERLAND	2,300	2,400	94	D	3	RICHMOND
DANVILLE CITY	16,800	16,300	97	C	3	ROANOKE-LYNCHBURG
DICKENSON	7,000	6,800	97	D	3	BRISTOL-KINGSPORT-JOHNSON CITY
DINWIDDIE	7,000	6,700	96	B	3	RICHMOND
EMPORIA CITY	2,200	2,100	96	D	3	RICHMOND
ESSEX	2,600	2,500	95	D	3	RICHMOND
FAIRFAX	180,500	179,000	99	A	3	WASHINGTON, DC
FAIRFAX CITY	6,300	6,200	99	A	3	WASHINGTON, DC
FALLS CHURCH CITY	4,300	4,300	99	A	3	WASHINGTON, DC
FAUQUIER	10,800	10,500	97	D	3	WASHINGTON, DC
FLOYD	4,100	4,000	98	D	3	ROANOKE-LYNCHBURG
FLUVANNA	3,800	3,600	96	D	3	RICHMOND
FRANKLIN	11,200	10,800	97	D	3	ROANOKE-LYNCHBURG
FRANKLIN CITY	3,000	2,900	97	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
FREDERICK	12,200	11,900	98	D	3	WASHINGTON, DC
FREDRICKSBURG CITY	6,200	6,000	97	D	3	WASHINGTON, DC
GALAX CITY	3,000	2,900	96	D	3	ROANOKE-LYNCHBURG
GILES	6,300	6,200	98	D	3	ROANOKE-LYNCHBURG
GLOUCESTER	7,500	7,300	97	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
GOOCHLAND	3,600	3,500	98	B	3	RICHMOND
GRAYSON	5,900	5,700	96	D	3	ROANOKE-LYNCHBURG
GREENE	2,600	2,400	92	D	3	RICHMOND
GREENSVILLE	3,200	3,100	97	D	3	RICHMOND
HALIFAX	9,500	9,100	96	D	3	ROANOKE-LYNCHBURG
HAMPTON CITY	42,800	42,100	98	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
HANOVER	18,500	17,900	97	B	3	RICHMOND
HARRISONBURG CITY	6,600	6,400	97	D	3	HARRISONBURG
HENRICO	67,900	66,600	98	B	3	RICHMOND
HENRY	19,400	19,000	98	C	3	ROANOKE-LYNCHBURG
HIGHLAND	1,100	1,100	96	D	3	ROANOKE-LYNCHBURG
HOPEWELL CITY	8,900	8,700	98	D	3	RICHMOND
ISLE OF WIGHT	7,000	6,800	97	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
JAMES CITY	6,800	6,600	97	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
KING AND QUEEN	2,100	2,000	95	D	3	RICHMOND
KING GEORGE	3,300	3,200	97	D	3	WASHINGTON, DC
KING WILLIAM	2,800	2,700	97	D	3	RICHMOND
LANCASTER	3,900	3,800	96	D	3	RICHMOND
LEE	10,000	9,500	95	D	3	BRISTOL-[illegible]PORT-JOHNSON CITY
LEXINGTON CITY	2,600	2,500	96	D	3	ROANOKE-LY[illegible]G
LOUDOUN	18,700	18,200	97	A	3	WASHINGTON, DC
LOUISA	6,100	5,800	95	D	3	RICHMOND
LUNENBURG	4,400	4,200	96	D	3	RICHMOND
LYNCHBURG CITY	24,900	24,300	97	B	3	ROANOKE-LYNCHBURG
MADISON	3,700	3,500	95	D	3	RICHMOND
MANASSAS PARK(CITY)	6,500	6,400	98	A	3	WASHINGTON, DC
MARTINSVILLE CITY	6,000	5,800	97	D	3	ROANOKE-LYNCHBURG
MATHEWS	3,300	3,200	97	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
MECKLENBURG	10,200	9,800	96	D	3	ROANOKE-LYNCHBURG
MIDDLESEX	2,900	2,800	96	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
MONTGOMERY	20,700	20,100	97	C	3	ROANOKE-LYNCHBURG
NELSON	3,800	3,600	95	D	3	ROANOKE-LYNCHBURG
NEW KENT	2,700	2,600	97	D	3	RICHMOND
NEWPORT NEWS CITY	49,700	49,000	99	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
NORFOLK CITY	85,500	83,900	98	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
NORTHAMPTON	6,200	6,000	96	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
NORTHUMBERLAND	3,400	3,300	97	D	3	RICHMOND
NORTON CITY	1,400	1,300	94	D	3	BRISTOL-KINGSPORT-JOHNSON CITY
NOTTOWAY	4,500	4,400	97	D	3	RICHMOND
ORANGE	6,100	5,900	95	D	3	RICHMOND
PAGE	7,300	7,200	99	D	3	WASHINGTON, DC
PATRICK	6,000	5,700	96	D	3	GREENSBORO-WINSTON SALEM-HIGH POINT
PETERSBURG CITY	14,900	14,400	97	B	3	RICHMOND

VIRGINIA

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
PITTSYLVANIA	20,800	20,200	97	C	3	ROANOKE-LYNCHBURG
POQUOSON CITY	3,500	3,400	97	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
PORTSMOUTH CITY	38,000	37,300	98	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
POWHATAN	3,900	3,800	97	B	3	RICHMOND
PRINCE EDWARD	4,900	4,700	96	D	3	RICHMOND
PRINCE GEORGE	4,900	4,800	98	D	3	RICHMOND
PRINCE WILLIAM	38,000	37,500	99	A	3	WASHINGTON, DC
PULASKI	11,800	11,500	97	C	3	ROANOKE-LYNCHBURG
RADFORD CITY	4,200	4,100	98	D	3	ROANOKE-LYNCHBURG
RAPPAHANNOCK	2,200	2,100	96	D	3	WASHINGTON, DC
RICHMOND	2,600	2,500	96	D	3	RICHMOND
RICHMOND CITY	84,100	82,500	98	B	3	RICHMOND
ROANOKE	23,700	23,300	98	B	3	ROANOKE-LYNCHBURG
ROANOKE CITY	41,000	40,300	98	B	3	ROANOKE-LYNCHBURG
ROCKBRIDGE	5,600	5,400	97	D	3	ROANOKE-LYNCHBURG
ROCKINGHAM	19,400	18,900	97	C	3	HARRISONBURG
RUSSELL	10,000	9,600	96	D	3	BRISTOL-KINGSPORT-JOHNSON CITY
SALEM CITY	8,500	8,300	98	B	3	ROANOKE-LYNCHBURG
SCOTT	8,900	8,400	95	B	3	BRISTOL-KINGSPORT-JOHNSON CITY
SHENANDOAH	10,700	10,500	98	D	3	WASHINGTON, DC
SMYTH	11,100	10,800	97	D	3	BRISTOL-KINGSPORT-JOHNSON CITY
SOUTH BOSTON CITY	2,500	2,400	97	D	3	ROANOKE-LYNCHBURG
SOUTHAMPTON	6,500	6,200	95	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
SPOTSYLVANIA	11,100	10,900	93	D	3	WASHINGTON, DC
STAFFORD	12,900	12,600	98	C	3	WASHINGTON, DC
STAUNTON CITY	7,800	7,600	97	D	3	RICHMOND
SUFFOLK CITY	15,900	15,300	96	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
SURRY	1,800	1,700	96	D	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
SUSSEX	3,400	3,200	94	D	3	RICHMOND
TAZEWELL	17,700	17,200	97	C	3	BLUEFIELD-BECKLEY-OAK HILL
VIRGINIA BEACH CITY	77,800	76,700	99	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
WARREN	8,400	8,100	96	D	3	WASHINGTON, DC
WASHINGTON	14,700	14,300	97	B	3	BRISTOL-KINGSPORT-JOHNSON CITY
WAYNESBORO CITY	6,300	6,100	97	D	3	RICHMOND
WESTMORELAND	9,500	9,200	95	D	3	WASHINGTON, DC
WILLIAMSBURG CITY	3,200	3,100	97	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
WINCHESTER CITY	9,300	9,100	98	D	3	WASHINGTON, DC
WISE	15,600	15,000	96	C	3	BRISTOL-KINGSPORT-JOHNSON CITY
WYTHE	8,400	8,100	96	D	3	ROANOKE-LYNCHBURG
YORK	10,700	10,500	98	B	3	NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN
STATE TOTAL	1,821,600	1,779,200	98			

WASHINGTON

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	5,300	5,100	96	D	9	SPOKANE
ASOTIN	5,600	5,400	96	D	9	SPOKANE
BENTON	35,400	33,900	96	C	9	YAKIMA
CHELAN	17,300	16,300	94	C	9	SPOKANE
CLALLAM	17,400	16,400	94	C	9	SEATTLE-TACOMA
CLARK	67,100	64,800	97	B	9	PORTLAND, OR
COLUMBIA	1,400	1,300	90	D	9	SPOKANE
COWLITZ	28,700	27,400	96	C	9	PORTLAND, OR
DOUGLAS	7,500	7,200	96	D	9	SPOKANE
FERRY	2,300	2,100	91	D	9	SPOKANE
FRANKLIN	10,500	10,000	96	D	9	YAKIMA
GARFIELD	1,100	1,000	92	D	9	SPOKANE
GRANT	17,400	16,500	95	C	9	SPOKANE
GRAYS HARBOR	25,400	23,300	92	C	9	SEATTLE-TACOMA
ISLAND	15,300	14,800	97	C	9	SEATTLE-TACOMA
JEFFERSON	5,900	5,600	94	D	9	SEATTLE-TACOMA
KING	488,500	465,300	95	A	9	SEATTLE-TACOMA
KITSAP	50,400	48,700	97	C	9	SEATTLE-TACOMA
KITTITAS EAST	7,000	6,500	92	D	9	YAKIMA
KITTITAS WEST	1,700	1,500	92	D	9	SEATTLE-TACOMA

WASHINGTON

CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
KLICKITAT	5,600	5,100	91	D	9	PORTLAND, OR
LEWIS	20,000	18,700	93	C	9	SEATTLE-TACOMA
LINCOLN	4,000	3,900	96	D	9	SPOKANE
MASON	9,700	9,300	96	D	9	SEATTLE-TACOMA
OKANOGAN	11,100	10,200	92	D	9	SPOKANE
PACIFIC	6,600	6,000	92	D	9	SEATTLE-TACOMA
PEND OREILLE	3,100	2,900	94	D	9	SPOKANE
PIERCE	160,300	154,700	97	A	9	SEATTLE-TACOMA
SAN JUAN	3,100	2,900	94	D	9	SEATTLE-TACOMA
SKAGIT	22,500	21,300	95	C	9	SEATTLE-TACOMA
SKAMANIA	2,500	2,300	93	D	9	PORTLAND, OR
SNOHOMISH	113,300	109,100	96	A	9	SEATTLE-TACOMA
SPOKANE	125,300	119,900	96	B	9	SPOKANE
STEVENS	9,800	9,100	93	D	9	SPOKANE
THURSTON	46,600	44,800	96	C	9	SEATTLE-TACOMA
WAHKIAKUM	1,300	1,200	93	D	9	PORTLAND, OR
WALLA WALLA	16,000	14,700	92	C	9	YAKIMA
WHATCOM	36,400	34,400	94	C	9	SEATTLE-TACOMA
WHITMAN	12,300	11,600	94	C	9	SPOKANE
YAKIMA	61,100	57,500	94	C	9	YAKIMA
STATE TOTAL	1,481,800	1,412,700	95			

WEST VIRGINIA

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
BARBOUR	6,200	6,000	96	D	3	CLARKSBURG-WESTON
BERKELEY	14,900	14,600	98	C	3	WASHINGTON, DC
BOONE	9,800	9,600	98	D	3	CHARLESTON-HUNTINGTON
BRAXTON	4,500	4,300	95	D	3	CHARLESTON-HUNTINGTON
BROOKE	10,400	10,300	99	B	3	WHEELING-STEUBENVILLE
CABELL	38,800	38,200	98	B	3	CHARLESTON-HUNTINGTON
CALHOUN	2,800	2,700	96	D	3	CHARLESTON-HUNTINGTON
CLAY	3,600	3,500	96	D	3	CHARLESTON-HUNTINGTON
DODDRIDGE	3,000	2,900	96	D	3	CLARKSBURG-WESTON
FAYETTE	19,200	18,700	98	C	3	BLUEFIELD-BECKLEY-OAK HILL
GILMER	2,900	2,800	96	D	3	CLARKSBURG-WESTON
GRANT	3,200	3,000	94	D	3	HARRISONBURG
GREENBRIER	12,200	11,700	96	D	3	BLUEFIELD-BECKLEY-OAK HILL
HAMPSHIRE	5,500	5,200	95	D	3	WASHINGTON, DC
HANCOCK	13,100	13,000	99	C	3	PITTSBURGH
HARDY	3,600	3,300	93	D	3	HARRISONBURG
HARRISON	28,400	28,000	99	C	3	CLARKSBURG-WESTON
JACKSON	8,200	8,100	98	D	3	CHARLESTON-HUNTINGTON
JEFFERSON	9,500	9,300	98	D	3	WASHINGTON, DC
KANAWHA	83,100	81,800	98	B	3	CHARLESTON-HUNTINGTON
LEWIS	6,500	6,300	97	D	3	CLARKSBURG-WESTON
LINCOLN	7,200	7,000	97	B	3	CHARLESTON-HUNTINGTON
LOGAN	16,000	15,600	98	C	3	CHARLESTON-HUNTINGTON
MARION	24,600	24,100	98	C	3	PITTSBURGH
MARSHALL	14,500	14,300	99	B	3	WHEELING-STEUBENVILLE
MASON	8,600	8,500	98	D	3	CHARLESTON-HUNTINGTON
MC DOWELL	15,900	15,300	96	C	3	BLUEFIELD-BECKLEY-OAK HILL
MERCER	24,500	23,900	97	C	3	BLUEFIELD-BECKLEY-OAK HILL
MINERAL	9,200	8,900	97	D	3	WASHINGTON, DC
MINGO	11,300	10,900	96	C	3	CHARLESTON-HUNTINGTON
MONONGALIA	23,700	23,000	97	C	3	PITTSBURGH
MONROE	4,500	4,200	93	D	3	ROANOKE-LYNCHBURG
MORGAN	3,600	3,500	97	D	3	WASHINGTON, DC
NICHOLAS	9,200	8,900	97	D	3	CHARLESTON-HUNTINGTON
OHIO	21,800	21,500	99	B	3	WHEELING-STEUBENVILLE
PENDELTON	2,900	2,700	95	D	3	HARRISONBURG
PLEASANTS	2,500	2,400	97	D	3	CLARKSBURG-WESTON
POCAHONTAS	3,500	3,200	91	D	3	ROANOKE-LYNCHBURG
PRESTON	10,000	9,600	96	D	3	PITTSBURGH
PUTNAM	11,500	11,300	98	B	3	CHARLESTON-HUNTINGTON

WEST VIRGINIA CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
RALEIGH	29,400	28,500	97	C	3	BLUEFIELD-BECKLEY-OAK HILL
RANDOLPH	9,500	9,100	96	D	3	CLARKSBURG-WESTON
RITCHIE	4,200	4,000	95	D	3	CLARKSBURG-WESTON
ROANE	5,300	5,100	96	D	3	CHARLESTON-HUNTINGTON
SUMMERS	5,600	5,300	94	D	3	BLUEFIELD-BECKLEY-OAK HILL
TAYLOR	5,800	5,600	97	D	3	CLARKSBURG-WESTON
TUCKER	2,900	2,800	96	D	3	CLARKSBURG-WESTON
TYLER	4,000	3,900	97	D	3	WHEELING-STEUBENVILLE
UPSHUR	8,500	8,200	97	D	3	CLARKSBURG-WESTON
WAYNE	14,800	14,400	97	B	3	CHARLESTON-HUNTINGTON
WEBSTER	3,800	3,600	95	D	3	CHARLESTON-HUNTINGTON
WETZEL	7,400	7,200	98	D	3	WHEELING-STEUBENVILLE
WIRT	1,800	1,700	96	D	3	CHARLESTON-HUNTINGTON
WOOD	33,100	32,400	98	C	3	PARKERSBURG
WYOMING	10,200	9,800	96	D	3	CHARLESTON-HUNTINGTON
STATE TOTAL	660,700	643,700	97			

WISCONSIN

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ADAMS	4,700	4,500	95	D	4	WAUSAU-RHINELANDER
ASHLAND	6,400	6,200	97	D	4	DULUTH-SUPERIOR
BARRON	14,100	13,600	96	C	4	MINNEAPOLIS-ST. PAUL
BAYFIELD	5,400	5,300	97	D	4	DULUTH-SUPERIOR
BROWN	58,300	57,700	99	B	4	GREEN BAY
BUFFALO	4,700	4,500	97	D	4	LA CROSSE-EAU CLAIRE
BURNETT	4,500	4,300	96	D	4	MINNEAPOLIS-ST. PAUL
CALUMET	9,200	9,000	98	D	4	GREEN BAY
CHIPPEWA	16,400	16,000	98	C	4	LA CROSSE-EAU CLAIRE
CLARK	11,700	11,200	96	D	4	WAUSAU-RHINELANDER
COLUMBIA	15,800	15,400	97	C	4	MADISON
CRAWFORD	5,800	5,600	97	D	4	LA CROSSE-EAU CLAIRE
DANE	122,800	119,200	97	B	4	MADISON
DODGE	25,800	25,100	97	C	4	MILWAUKEE
DOOR	9,200	9,000	98	D	4	GREEN BAY
DOUGLAS	17,500	17,000	98	B	4	DULUTH-SUPERIOR
DUNN	11,600	11,200	97	D	4	MINNEAPOLIS-ST. PAUL
EAU CLAIRE	26,800	26,200	98	C	4	LA CROSSE-EAU CLAIRE
FLORENCE	1,500	1,500	97	D	4	MARQUETTE
FOND DU LAC	30,200	29,500	98	C	4	GREEN BAY
FOREST	3,200	3,000	94	D	4	WAUSAU-RHINELANDER
GRANT	16,600	15,900	96	C	4	CEDAR RAPIDS-WATERLOO
GREEN	11,500	11,200	97	D	4	MADISON
GREEN LAKE	6,900	6,700	97	D	4	GREEN BAY
IOWA	6,600	6,400	97	D	4	MADISON
IRON	2,800	2,700	98	D	4	DULUTH-SUPERIOR
JACKSON	5,900	5,700	96	D	4	LA CROSSE-EAU CLAIRE
JEFFERSON	23,000	22,600	98	C	4	MILWAUKEE
JUNEAU	7,300	6,900	95	D	4	MADISON
KENOSHA	44,300	43,600	98	C	4	CHICAGO
KEWAUNEE	6,800	6,700	98	D	4	GREEN BAY
LA CROSSE	31,900	31,300	98	C	4	LA CROSSE-EAU CLAIRE
LAFAYETTE	6,000	5,800	97	D	4	MADISON
LANGLADE	7,300	7,100	97	D	4	WAUSAU-RHINELANDER
LINCOLN	9,600	9,400	98	B	4	WAUSAU-RHINELANDER
MANITOWOC	29,400	29,100	99	C	4	GREEN BAY
MARATHON	37,500	36,900	98	B	4	WAUSAU-RHINELANDER
MARINETTE	14,500	14,300	99	C	4	GREEN BAY
MARQUETTE	4,500	4,300	95	D	4	MADISON
MENOMINEE	700	650	92	D	4	GREEN BAY
MILWAUKEE	352,900	346,400	98	A	4	MILWAUKEE
MONROE	11,900	11,500	97	D	4	LA CROSSE-EAU CLAIRE
OCONTO	11,100	10,800	97	D	4	GREEN BAY
ONEIDA	12,500	12,100	96	B	4	WAUSAU-RHINELANDER
OUTAGAMIE	43,300	42,900	99	B	4	GREEN BAY

WISCONSIN CONTINUED

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
OZAUKEE	22,700	22,300	98	A	4	MILWAUKEE
PEPIN	2,700	2,600	96	D	4	MINNEAPOLIS-ST. PAUL
PIERCE	10,400	10,200	98	D	4	MINNEAPOLIS-ST. PAUL
POLK	11,900	11,700	98	D	4	MINNEAPOLIS-ST. PAUL
PORTAGE	17,500	17,100	98	C	4	WAUSAU-RHINELANDER
PRICE	5,800	5,500	95	D	4	WAUSAU-RHINELANDER
RACINE	64,200	63,400	99	B	4	MILWAUKEE
RICHLAND	6,200	6,000	96	D	4	MADISON
ROCK	46,900	46,100	98	C	4	ROCKFORD
RUSK	5,100	4,900	96	D	4	LA CROSSE-EAU CLAIRE
SAUK	14,700	14,200	97	C	4	MADISON
SAWYER	5,200	4,900	95	D	4	DULUTH-SUPERIOR
SHAWANO	13,300	13,000	98	C	4	GREEN BAY
SHEBOYGAN	37,100	36,600	99	C	4	MILWAUKEE
ST CROIX	14,000	13,800	98	A	4	MINNEAPOLIS-ST. PAUL
TAYLOR	6,400	6,200	97	D	4	WAUSAU-RHINELANDER
TREMPEALEAU	9,000	8,600	96	D	4	LA CROSSE-EAU CLAIRE
VERNON	9,300	9,000	97	D	4	LA CROSSE-EAU CLAIRE
VILAS	6,800	6,500	96	D	4	WAUSAU-RHINELANDER
WALWORTH	24,500	24,000	98	C	4	MILWAUKEE
WASHBURN	5,100	5,000	97	D	4	DULUTH-SUPERIOR
WASHINGTON	28,300	27,900	99	A	4	MILWAUKEE
WAUKESHA	93,600	92,400	99	A	4	MILWAUKEE
WAUPACA	15,600	15,300	98	C	4	GREEN BAY
WAUSHARA	6,000	5,800	97	D	4	GREEN BAY
WINNEBAGO	46,000	45,400	99	C	4	GREEN BAY
WOOD	23,600	23,200	98	C	4	WAUSAU-RHINELANDER
STATE TOTAL	1,661,500	1,627,500	98			

WYOMING

COUNTY NAME	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	TV %	CNTY SIZE	CEN REG	ADI MARKET ASSIGNMENT
ALBANY	10,500	9,900	94	D	8	DENVER
BIG HORN	4,700	4,400	95	D	8	SALT LAKE CITY
CAMPBELL	8,200	7,700	93	D	8	DENVER
CARBON	7,900	7,400	94	D	8	DENVER
CONVERSE	4,300	4,100	95	D	8	CASPER-RIVERTON
CROOK	2,000	1,800	92	D	8	RAPID CITY
FREMONT	12,900	12,400	96	C	8	CASPER-RIVERTON
GOSHEN	4,900	4,700	97	D	8	CHEYENNE
HOT SPRINGS	1,900	1,800	94	D	8	SALT LAKE CITY
JOHNSON	2,600	2,400	93	D	8	DENVER
LARAMIE	26,300	25,700	98	C	8	CHEYENNE
LINCOLN	4,000	3,800	94	D	8	IDAHO FALLS-POCATELLO
NATRONA	26,400	25,700	97	C	8	CASPER-RIVERTON
NIOBRARA	1,200	1,100	95	D	8	RAPID CITY
PARK	8,200	7,800	95	D	8	BILLINGS
PLATTE	3,800	3,600	94	D	8	DENVER
SHERIDAN	10,400	9,700	94	D	8	RAPID CITY
SUBLETTE	2,000	1,900	93	D	8	CASPER-RIVERTON
SWEETWATER	16,000	15,200	95	C	8	SALT LAKE CITY
TETON	2,500	2,400	95	D	8	SALT LAKE CITY
UINTA	3,500	3,300	95	D	8	SALT LAKE CITY
WASHAKIE	3,100	3,000	96	D	8	CASPER-RIVERTON
WESTON	2,400	2,200	94	D	8	CASPER-RIVERTON
STATE TOTAL	169,700	162,000	95			
TOTAL U.S.	79,335,200	77,241,600				

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